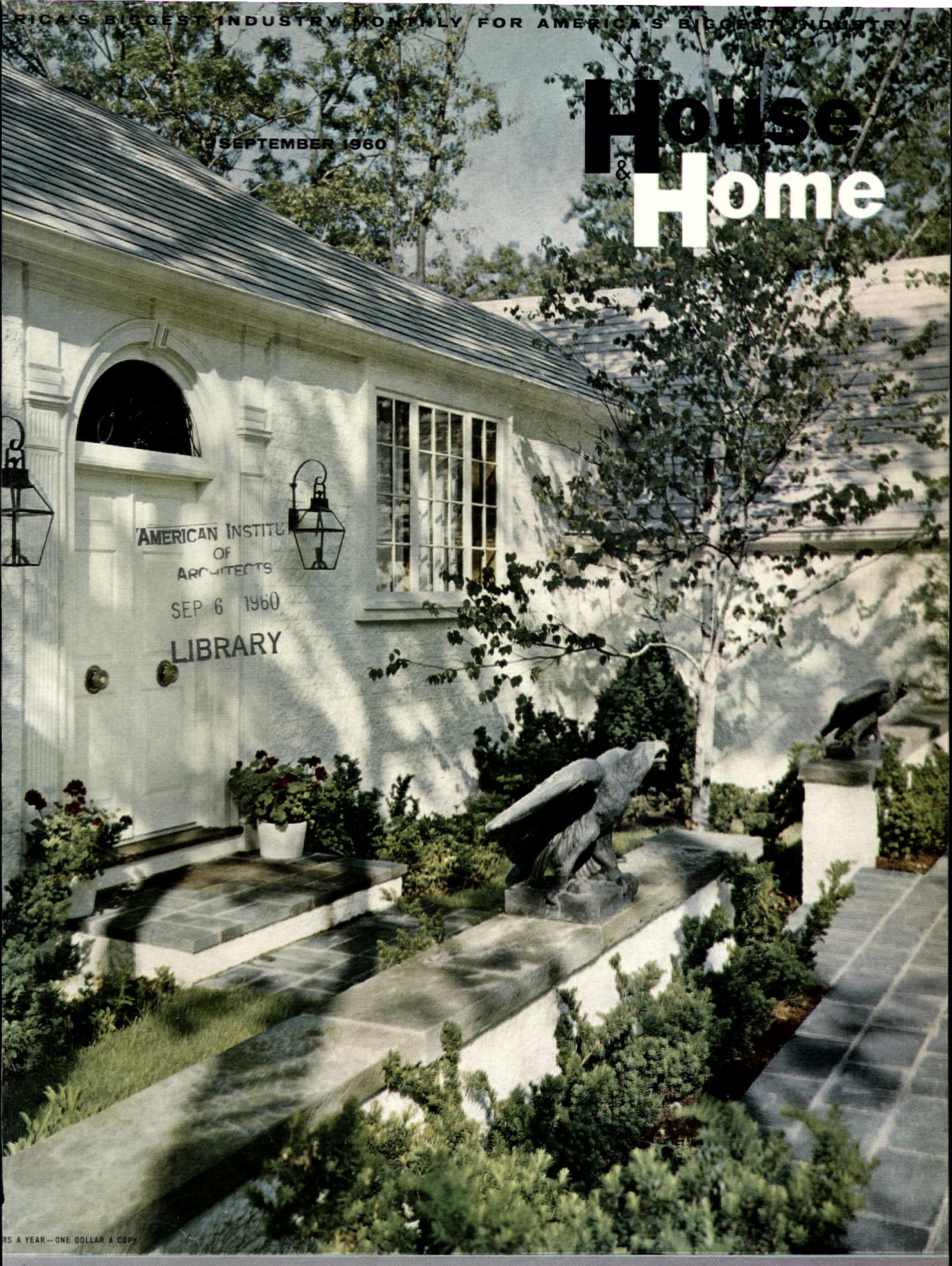
ERICA'S BIGGEST INDUSTRY MONTHLY FOR AMERICA'S BIGGEST INDUSTRY

House & Home

SEPTEMBER 1960



RS A YEAR—ONE DOLLAR A COPY

TRADITIONAL HOUSE is up-to-the-minute in new ideas and products

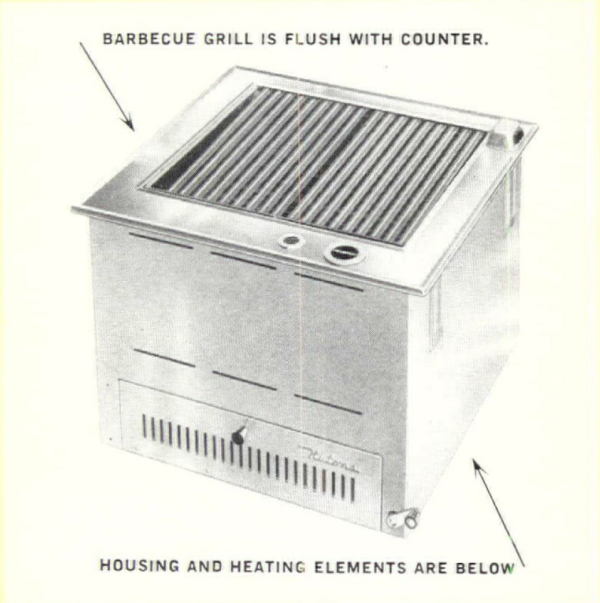
Portfolio of four houses by Frank Lloyd Wright
How to sell new houses to families who already own their own homes
Where Republicans and Democrats stand on housing issues

BEGINS ON PAGE 41 / NEW WAYS TO BUILD BETTER, PAGE 153 / COMPLETE CONTENTS, PAGE 3

Announcing.. BUILT-IN



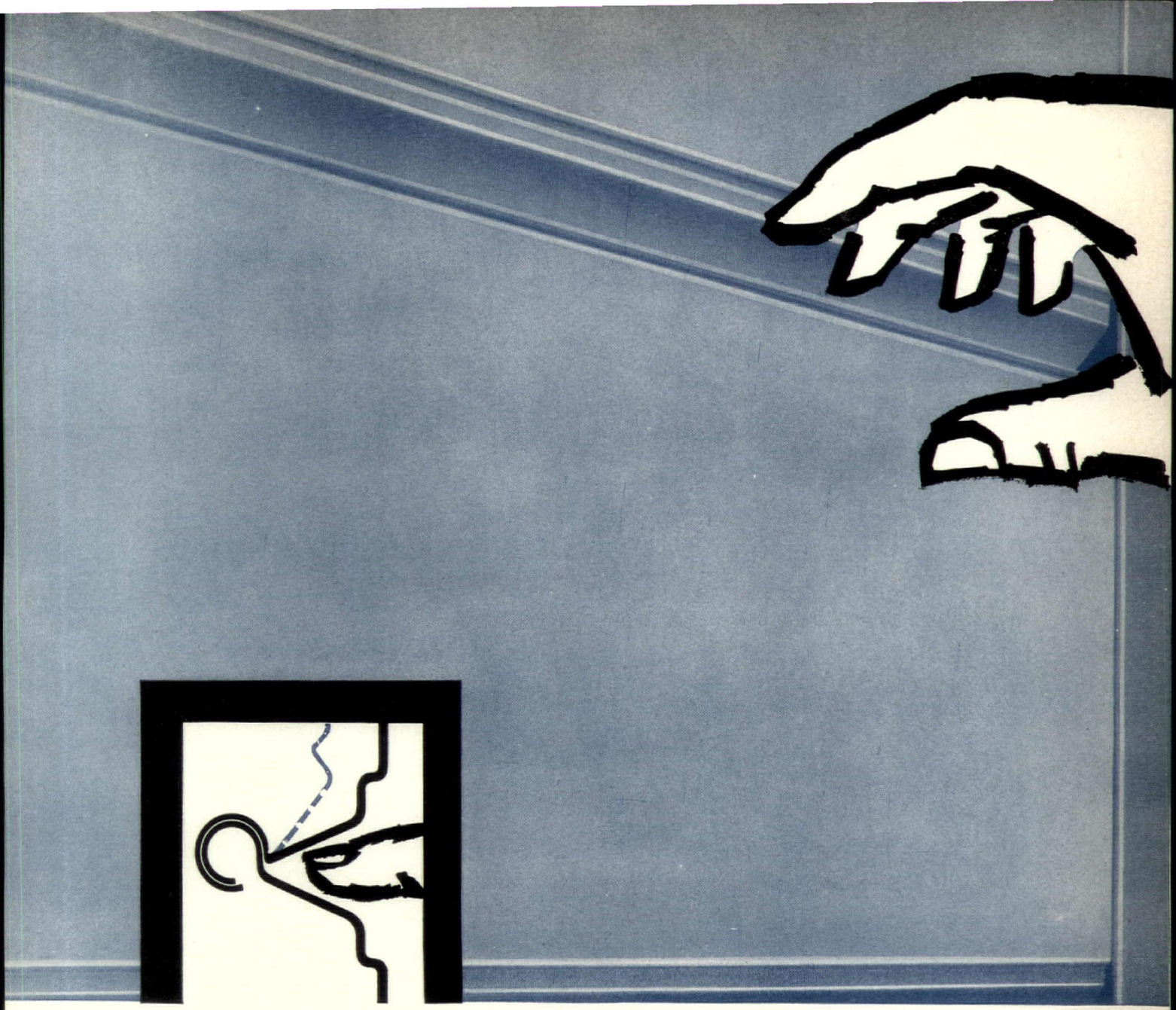
ILLUSTRATED ABOVE IS NUTONE'S NEW 5000 SERIES BARBECUE HOOD-FAN. BELOW IS NUTONE'S NEW BARBECUE BUILT-IN TO A STANDARD CABINET



There's No Barbecue Like NuTone..

IT'S A BUILT-IN BARBECUE GRILL . . . No muss . . no fuss . . everything is neat and tidy. Brushed chrome counter rim is flush. Two-piece patented channel grids . . prevent dangerous "flare-ups" by diverting the melted grease away from the blazing heat. Flavor of meat is improved because you avoid the "sooty taste."

IT'S A BUILT-IN ROTISSERIE . . . Easy and quick to assemble. The anodized cover keeps your room cooler by preventing excess heat from escaping. Most important . . it retains and reflects the radiating heat to reduce cooking time . . saves ½ to ¾ on electricity costs of ordinary rotisseries.



At least twice a day,

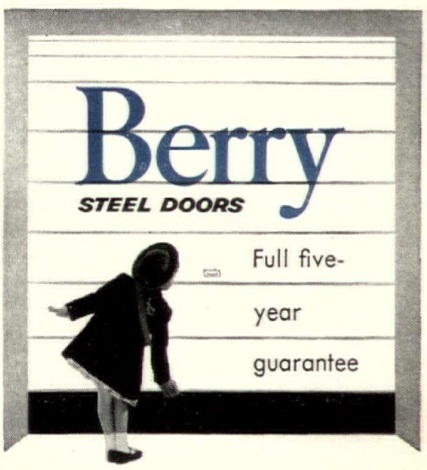
Berry's pinch-proof feature

protects your reputation as a quality builder

And you also feature full-width unlatching mechanism • tapered track • nylon sheaves and rollers • leveling brackets • metal stops • Paintlok-steel that won't swell, shrink, rust, check, peel

When the Berry steel garage door goes up and when it comes down, at least twice a day, you remind your customer of his good buy. You especially please parents because the rugged Berry sectional can't pinch little fingers. A special hinge design makes the door child-safe. Protects adults, too!

Berry's other superior features are just as impressive (and just as appealing to prospects). You get them all at one low price—and you enjoy fast, easy installation. Furthermore, a full five-year guarantee protects you from callbacks. Choose now from sectional and one-piece models by the world's largest manufacturer of residential garage doors. See your distributor or write: Berry Door Corp., 2400 E. Lincoln, Birmingham, Michigan. In Canada: Berry Door Co., Limited, Wingham, Ontario.



HOUSE & HOME September 1960 Volume 18, Number 3. Published monthly by TIME INC., Rockefeller Center, New York 20, N.Y. This is published in National and Western editions. Second-class postage paid at New York, N. Y. and at additional mailing offices. Subscription price $6.00 a year.

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Yes, there will be a United States of America in 1984, and it will be free. It will be free because you have the guts to say "no thanks" to Communism and the muscle to stand behind it. It will be free because you like it that way.

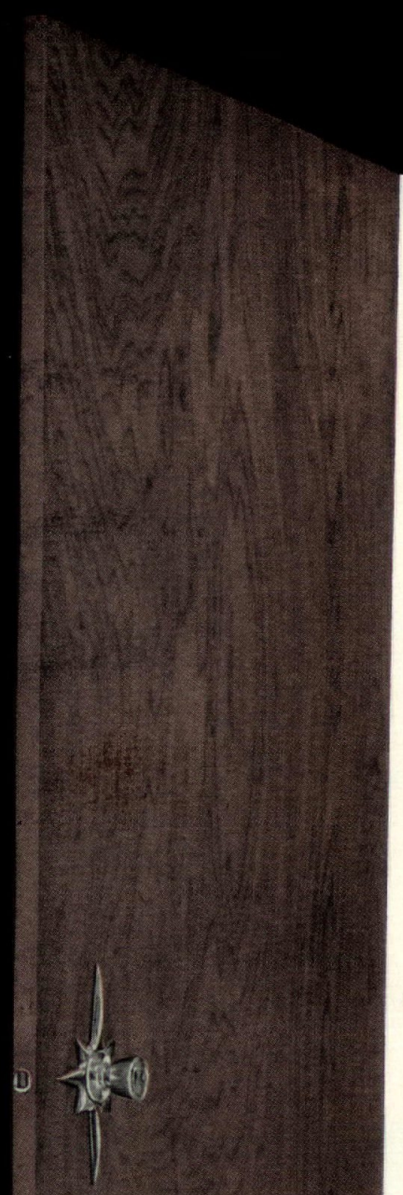
There will still be a Fourth of July in 1984 . . . and picnics . . . and payday . . . and music lessons . . . and baby bottles . . . and bowling night . . . and bacon 'n eggs . . . and P. T. A. meetings . . . and baseball games . . . and grass seed.

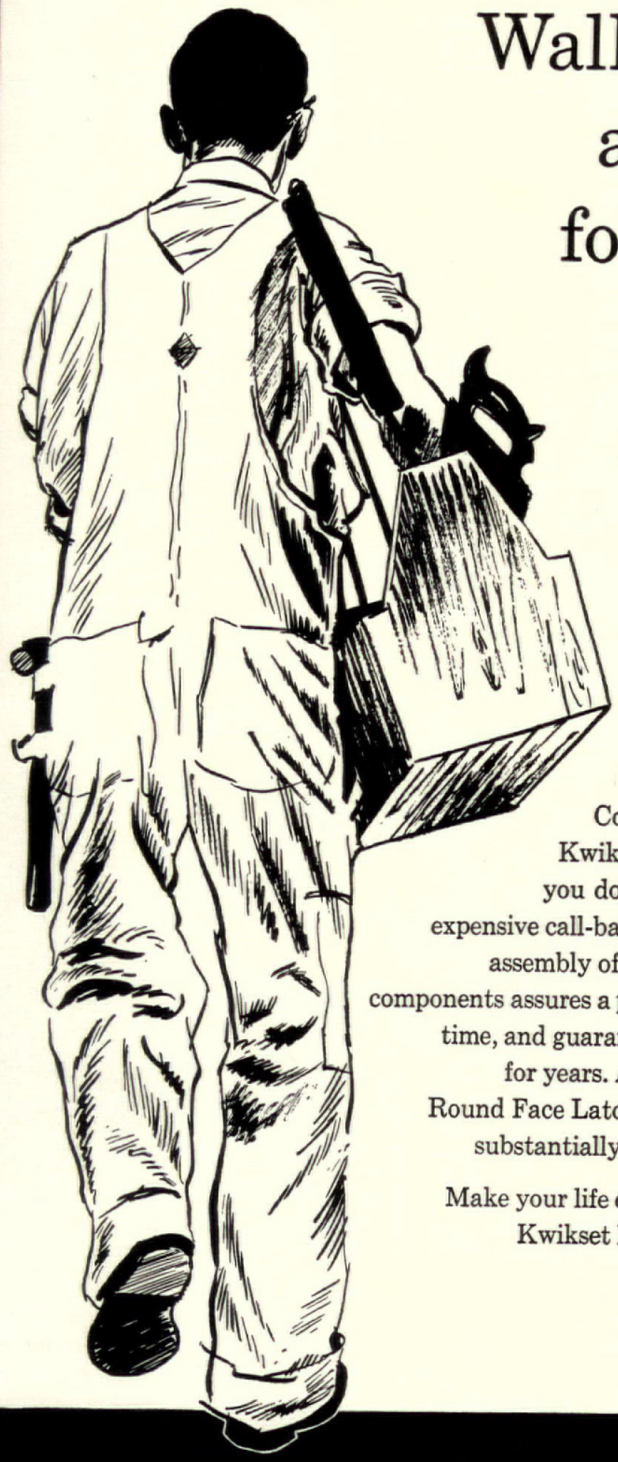
People will still be living in homes in 1984 . . . you will be planning them, building them, remodeling them just as you are now. Some of those homes will be older homes, built as far back as, oh, say . . . . . 1960.

A lot of those 25-year-old homes will still be strong, and dry, and beautiful. This is because back in 1960, their owners and builders had the foresight to lay the very finest roof money could buy . . . the only roof that was guaranteed by bond to protect and beautify for twenty-five years. . . the first composition shingle roof to receive Underwriters' Laboratories Class "A" Fire Safety Rating (December, 1941). . . a Carey Fire-Chex Roof!

Think of yourself in 25 years . . . think of your customers . . . think of their homes. Are you offering them the best? Write Dept. H-96 for the Fire-Chex Shingle catalog.
THE PHILIP CAREY MFG. COMPANY • CINCINNATI 15, OHIO

****





Walk away and forget it

Comforting thought! Once Kwikset locksets are installed, you don't have to worry about expensive call-backs. Kwikset's simplified assembly of three precision-matched components assures a perfect installation every time, and guarantees trouble-free service for years. And, with Kwikset's new Round Face Latch and Sok-it Strike, you substantially reduce installation cost.

Make your life easier...order and install Kwikset locksets, then walk away and forget 'em.

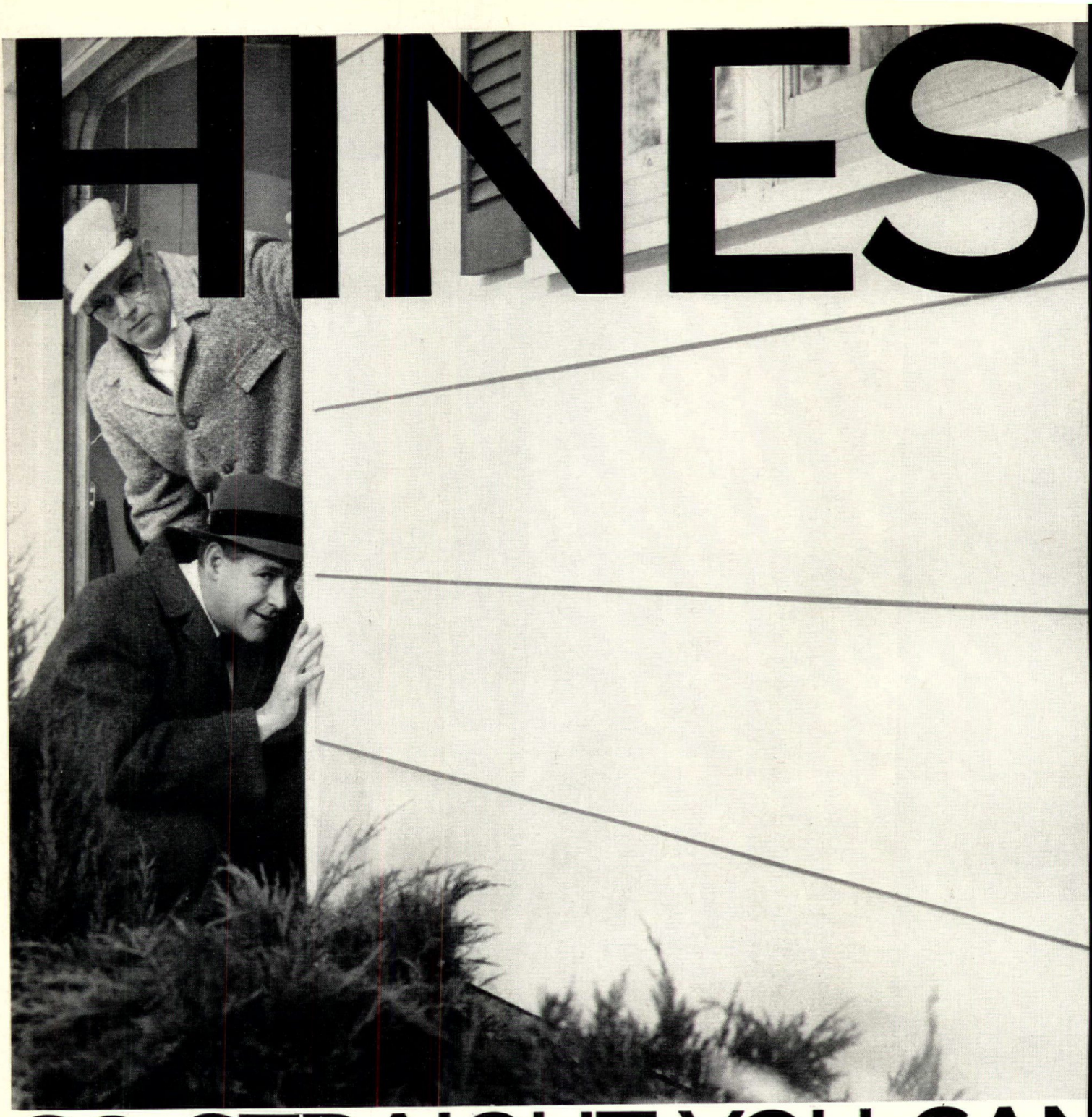
kwikset® locksets

America's largest selling residential locksets

KWIKSET SALES AND SERVICE COMPANY

A Subsidiary of The American Hardware Corporation, Anaheim, California

HINES



SO STRAIGHT YOU CAN

Always on line... sight along the edge of a course of Hines Allwood Allweather Siding and see for yourself how flat and straight it lies. Under two coats of paint, the joints are virtually invisible. Here's *proof* of the superiority of this siding, which builders are using on expensive homes because of its durable attractiveness and on their lowest-priced models because of its economy.

DIMENSIONALLY STABLE FOR BETTER PERFORMANCE... SAVES YOU 20% OR MORE ON MATERIALS AND LABOR

Hines Allwood Allweather Siding consists of a smooth hardboard surface laminated to a crossply of fir veneer and a kiln-dried lumber core. It's hot-press bonded with waterproof glue, combining the advantages of hardboard, plywood and solid wood... so rigid that *no sheathing is needed* with studs 16″ on center. The fine-grained material is easy to saw, won't split or splinter and *resists abrasion and hammer dents.* Tempered and sealed with pentachlorophenol to resist moisture, decay and insect attack. No snaking, buckling, or open joints ever, regardless of changes in weather. *One man can put it up!* The precision rabbeted joint makes it easy for one man simply to lift each 8′ length into place and nail it down —automatically *level.* Because of the rabbeted joint you can also get 11½″ of coverage for each 12″ width of siding—much more coverage than possible with ordinary lap sidings. The smooth hard surface takes and holds paint so well that less paint is needed—another saving!

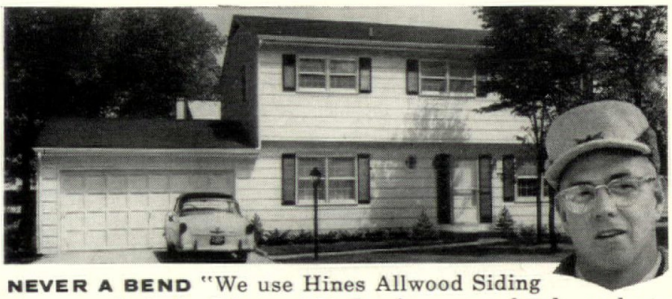


- NAIL WITHOUT SPLITTIN
- EASY TO WORK
- A ONE-MAN OPERATION



ALLWOOD ALLWEATHER SIDING

SEE THE DIFFERENCE



NEVER A BEND "We use Hines Allwood Siding almost exclusively. It's so rigid there's never a bend...and no splitting. Once it's on we're through with it. We've never had a single call-back with Allwood Siding. The customers like the way it looks and the men like to work with it. You don't need a trim saw to cut it. There's much less waste and I notice big savings in labor. That helps me give the owner a better product."

W. D. Sanders, builder of illustrated house in Glen Ellyn, Ill.

Send for free samples today!
Just call or write the man from HINES

Edward Hines Lumber Co. Sawmills at Hines, Westfir, Dee and Bates, Oregon. Other plants: Plywood, Westfir; Hardboard, Dee; Millwork, Baker and Hines, Oregon. Engineering and Development Division: Hood River, Oregon.

Dept. 109

Edward Hines Lumber Co.
200 S. Michigan Avenue, Chicago 4, Illinois

Please send me free samples and information about Hines Allwood Allweather Siding.

Name_____

Title_____

Company_____

Address_____

City_____ Zone____ State_____

NEW HOTPOINT BUILT-INS

MAKE ORDINARY KITCHENS





Model RU35-A

Offer the Extra Convenience of Pushbutton Surface Cooking—at no extra installation cost!

Touch a button and Hotpoint Calrod® Recipe Heat Units give accurately measured heat for recipe-perfect meals every time. Surface section with built-in pushbutton controls needs only one cut-out, fits in a standard 30" cabinet.

1960 Hotpoint Extra-Value Oven puts extra salespower in your kitchen

NEW lift-off door makes oven cleaning easier and faster than ever before.

NEW ventilation system assures natural circulation for better baking on each shelf.

WIDE Super-Oven lets you cook banquet-size meals.

OVEN TIMING CLOCK and Minute Timer.

NEW extra-large Insulated Panorama Window.

REMOVABLE Calrod® bake and broil units.

INTERCHANGEABLE Oven Door Panels in Sunburst Yellow, Turquoise, Coral Pink, Copper Brown, Silver Satin and Classic White.

EXTRAORDINARY

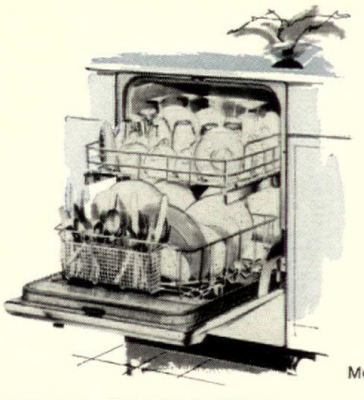
AT NO EXTRA COST!

Today's home buyer expects more for his money than an "ordinary" kitchen. And Hotpoint Extra Value built-ins in the kitchen take even the most moderately priced home out of the ordinary . . . and into a sale.

Compare these 1960 Hotpoint Extra-Value built-ins with any others and you'll find only the price is ordinary. Hotpoint's extra features say "better living electrically" the minute your prospects see them. Hotpoint's extra styling and design make any kitchen a showplace. Hotpoint's extra values mean extra salespower for you, extra satisfaction for your customers. For extraordinary results at no extra cost, call your Hotpoint distributor today.

WIN A HAWAIIAN HOLIDAY
in the HOTPOINT
MEDALLION HOME PROGRAM

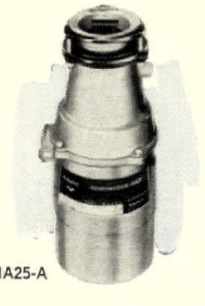
Call your Hotpoint distributor today and see how this dynamic merchandising program can help you sell more homes faster.



Model DA25-A

EXTRA CAPACITY
Hotpoint Dishwasher holds complete dinner service for 10

See these Extra-Value Features:
- Two washes, two rinses
- Calrod® electric drying
- Front loading Roll-R-Racks
- Lifetime porcelain finish tub



Model MA25-A

EXTRA powerful
EXTRA quiet
EXTRA easy
to install
Hotpoint DISPOSALL®

Designed by plumbers, for extra economical installation. Extra-strong nickel alloy grinding teeth give you added years of outstanding performance.

When you build in Hotpoint, you build in Public Preference

Hotpoint

A Division of General Electric Company, Chicago 44, Illinois

ELECTRIC RANGES • REFRIGERATORS • AUTOMATIC WASHERS • CLOTHES DRYERS • CUSTOMLINE® • DISHWASHERS
DISPOSALLS • WATER HEATERS • FOOD FREEZERS • AIR CONDITIONERS • ELECTRIC BASEBOARD HEATING

another first from **Bilt-Well**
by **Caradco**

The Super Three

...one basic double-hung removable window in three price ranges



BILT-WELL

Super-therm

double-hung unit

with double insulating glass



BILT-WELL

Super-hold

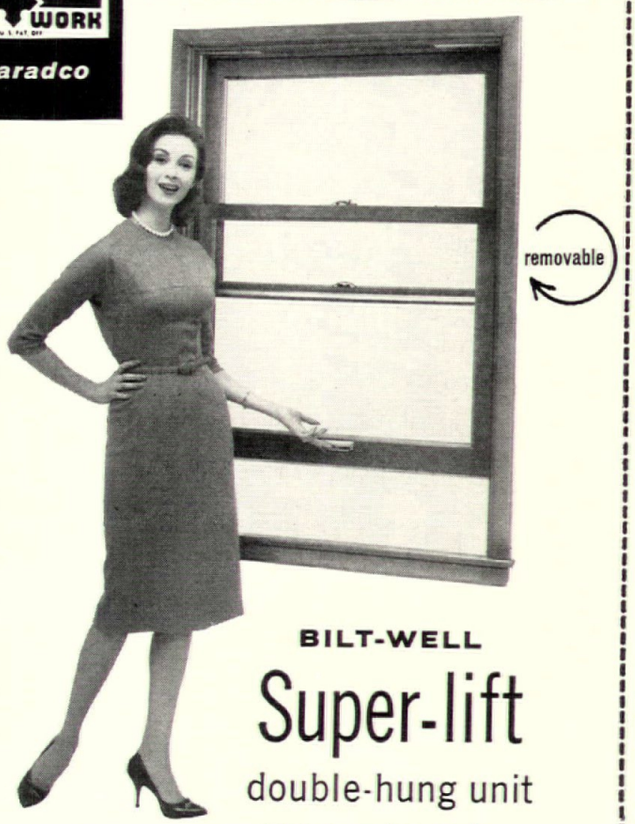
double-hung unit

with ingenious sash holding device

There's more to offer with

BILT WELL WOOD WORK

by Caradco



BILT-WELL

Super-lift

double-hung unit

with flat overhead balance

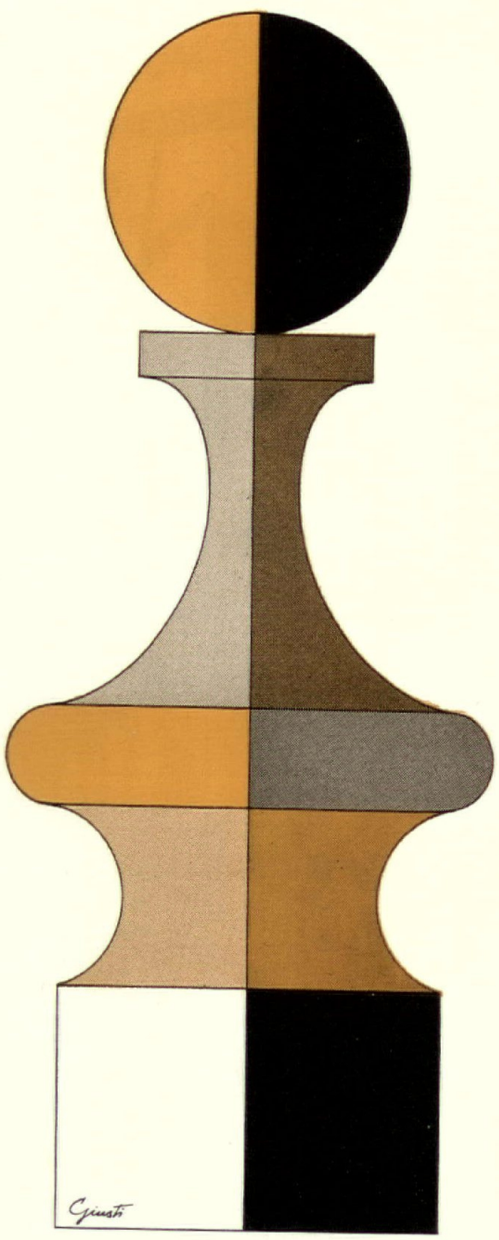
Designed with the builder in mind. One basic window in three models. Each has its own major selling feature. Engineered right and priced right for every home you build. All far surpass FHA minimum standards for weather tightness to provide maximum fuel savings. Easy to install. Save labor costs. Make the homes you build more readily salable.

Look at all these BILT-WELL features:

1. Unitized sill construction.
2. Patented BILT-WELL jamb liner of 8 mil anodized aluminum.
3. Anodized aluminum weather stripping.
4. New jamb adjuster that eliminates blocking.
5. Top quality Ponderosa pine, water-repellent treated frames.
6. Standardized for all types of construction.

Manufactured by **CARADCO, Inc.** *Dubuque, Iowa*

When they come to buy... nothing has the initial impact of brass. Potential home buyers may not know a soffit from a sofa when it comes to construction... but they do know that solid brass is the hallmark of quality in depth. You'll sell faster with a generous display of solid brass fixtures and hardware. And the finest brass products are always made from Western Brass—the "tailor-made" material that's alloyed and rolled to your supplier's individual needs.



OLIN MATHIESON • METALS DIVISION • EAST ALTON, ILL., NEW HAVEN, CONN.

Western BRASS

New nation-wide program helps



Today, your prospects know:

ONLY GAS does so

*A.G.A. Mark © Am. Gas Assoc., Inc.

builders Build Better...Sell Sooner!

There's Big Money for YOU in the Big

"BLUE STAR HOME" Promotion

You make your own selling easier when you get in on the nation-wide "Blue Star" home-building program. The "Blue Star" is the American Gas Association's award to quality new homes that feature the advantages of modern Gas. The coast-to-coast "Blue Star" promotion helps you put over a real sales campaign in your community.

The A.G.A. "Blue Star" home program includes: hard-hitting ads to put in your local papers; scripts for local radio and TV broadcasts or spots; plus all the "extras" to make your promotion successful! Everything from signs and banners, truck & bus cards, balloons, pennants, aprons and matches to bracelets, key rings, lighters and money-clips—all designed especially for "Blue Star" home-builders, to tie your program to the national one, so the national program pays off for you.

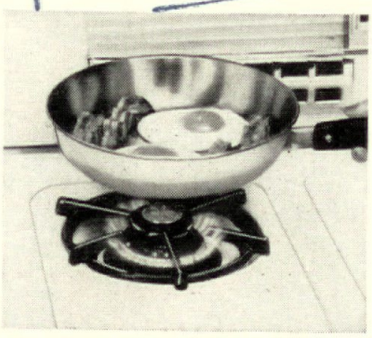
So build your sales by building with Gas. Let us help you sell your "Blue Star" homes with "Blue Star" advertising, publicity and promotion.

In the home building trade, this is the year of the "Blue Star"—This is the year you've been waiting for. Get all the facts at your Gas company, right away.

AMERICAN GAS ASSOCIATION

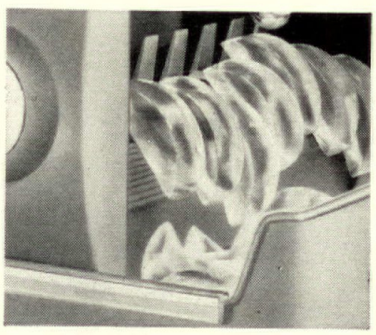
IMPULSE BUYING SALES MAKERS

Check these "Blue Star" features and build in all you can!



BURNER-WITH-A-BRAIN

When the lady-to-be of the house sees the amazing Gas Burner-with-a-Brain* turn itself up and down *automatically*, she'll never settle for less. Clinch it by telling her the truth—9 out of 10 restaurants use Gas for cooking, and wouldn't use anything else!



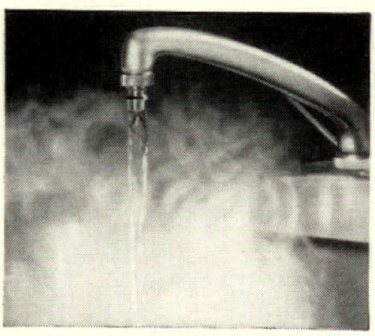
ICE CUBE MAKER

All home-buyers are thrilled by the magic ice-maker, featured in this modern Gas refrigerator. No trays to fill or spill—it's completely automatic. And it can really help *you* make the sale.

YEAR-ROUND AIR-CONDITIONING

Today, 8 out of 10 new homes use dependable Gas heat! One unit heats and cools the entire house—comfortably, economically. Or air-conditioning can be added easily, economically, to a modern Gas heating system—for year-round comfort, a cleaner house, a healthier family!



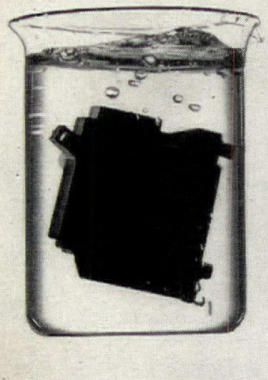


FASTER, MORE ECONOMICAL, MORE ABUNDANT HOT WATER

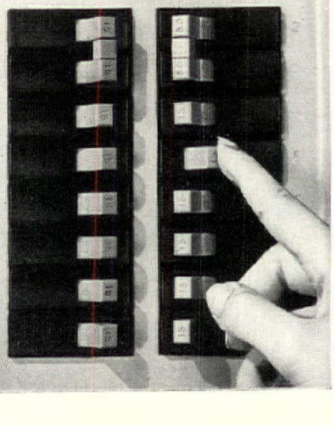
She'll appreciate the constant, quick hot water supply... He'll be pleased by the money that's saved when you heat water with fast, economical Gas.

much more...for so much less!

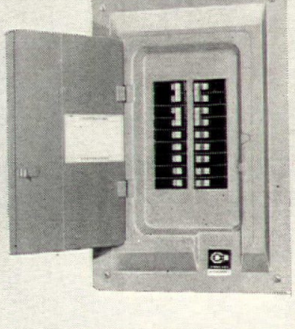
Won't corrode, won't rust. Every operating part either stainless steel or heavily plated for rust and corrosion resistance.



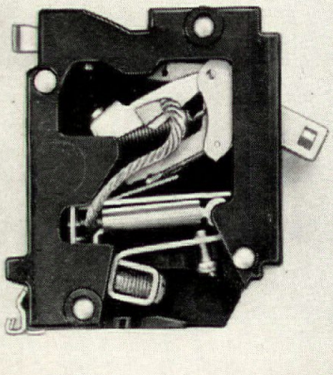
Two easy-to-see positions. It's either "on" or "off." No third "tripped" position to cause confusion.



The only circuit breaker with modern styling, finished in neutral sandalwood, Cutler-Hammer Safetybreakers will blend with any decorative motif.



Double protection. Both a magnetic trip for short circuits and a bimetal trip for sustained overloads.





Here's the new way to show that you've installed Full Housepower

(it's the new Cutler-Hammer Safetybreaker Center)

Here's the smartly-styled load center that says quality and Full Housepower to prospects.

Now Cutler-Hammer presents you with a powerful new selling feature for your homes—the new Cutler-Hammer Safetybreaker. It's styled in attractive sandalwood color for *main floor* installation.

Have your electrical contractor put the new Safetybreaker in or near the kitchen of the next home you build. It will indicate to prospects that the wiring is modern and high quality. It ties in with all the advertising and promotion about Full Housepower. And, it's the best looking circuit breaker you've ever put in a home!

But, the Safetybreaker's good looks aren't the only feature that distinguish it from the crowd. Due to its ingenious construction, it's the safest circuit protection you could offer.

And, it's so easy to understand for the housewife. Only two easy-to-see positions on the Safetybreaker unit—"on" and "off." No tripped, mid-position to cause confusion.

For more details on how the new Cutler-Hammer Safetybreaker can help you sell your homes faster, have your electrical contractor get in touch with the Cutler-Hammer electrical distributor. Or call the distributor yourself and ask him what's new with the Safetybreaker. He'll be glad to tell you. So would a representative from the Cutler-Hammer sales office nearest you.

WHAT'S NEW? ASK...

CUTLER-HAMMER



Cutler-Hammer Inc., Milwaukee, Wisconsin • Division: Airborne Instruments Laboratory • Subsidiary: Cutler-Hammer International, C. A. Associates: Canadian Cutler-Hammer, Ltd.; Cutler-Hammer Mexicana, S. A.



The difference between this

is often USS American Welded Wire

WHEN you use USS American Welded Wire Fabric for all concrete areas for the homes you build, you give them a definite sales advantage over houses without this important quality feature. Walks, patios, driveways and basement slabs will wear better, look better, and last longer when they're reinforced with USS American Welded Wire Fabric. And your customers know this . . . they know to ask before they buy "is it reinforced?"

Put this sales-pulling advantage to work for you. Use USS American Welded Wire Fabric in all your concrete work. Tell your prospects it costs only about a *penny* a day on the mortgage life to insure protection and appearance of concrete around the average home . . . that reinforced concrete will be in good condition even after the mortgage is paid. USS American Welded Wire Fabric adds 30% to the strength of concrete. It is made of cold-drawn steel wire and is prefabricated for quick, easy installation. It's available in a wide variety of styles and sizes. For more information, see your building supply dealer, or write to American Steel & Wire, Dept. 0341, 614 Superior Avenue, N.W., Cleveland 13, Ohio.

USS and American are registered trademarks



and this

Fabric for concrete reinforcement

Buyers will ask, *"is it Reinforced"*



USS American Steel & Wire Division of United States Steel

Columbia-Geneva Steel Division, San Francisco, Pacific Coast Distributors
Tennessee Coal & Iron Division, Fairfield, Ala., Southern Distributors
United States Steel Export Company, Distributors Abroad



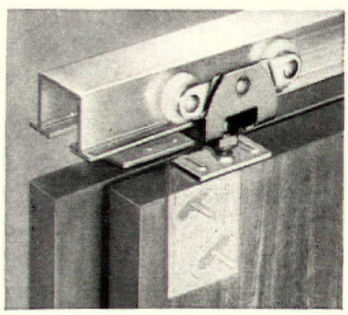
HER EYES WON'T BE CLOSED THIS TIME

She's looking at sliding doors with a wary eye this time around—and with pretty good reason, too. In the past she's probably fumed and fussed and pulled and pushed sliding doors till she was blue-in-the-face.

If you're planning to show her the same "stuff" she had in her last house or apartment — watch out. She's a better buyer the second time around.

Are you a smarter seller? Grant 7000 Sliding Door Hardware is one line you can be certain won't fall down on the job. It's the best residential sliding door hardware ever made.

8 nylon wheels per door/aluminum track/exclusive "rocker arm" action/ball and socket suspension/all door thicknesses.



GRANT SLIDING DOOR HARDWARE

GRANT PULLEY & HARDWARE CORPORATION
Eastern Division/ 31 High Street, West Nyack, N. Y.
Western Division/944 Long Beach Ave., Los Angeles 21, Calif.

sliding door hardware • drawer slides • drapery hardware • pocket frames • pulls • special sliding hardware • closet rods



The "good morning" brightness of cherry is the making of this beautiful kitchen. Quality like this is no accident—Weldwood takes 18 separate finishing steps to bring out fully the wood's native beauty. Ask your prospects to feel the difference! See and feel the difference in Weldwood paneling for yourself at your lumber dealer's or at any of 130 United States Plywood showrooms. In Canada: Weldwood Plywood Ltd.

Warm up your buyers with a kitchen paneled in real wood by Weldwood

Sunlight plays with Sea Swirl, beautifully textured wood paneling. It's uneven "sea-washed" surface camouflages bumps and nicks. Real wood —yet it costs less than most "wood grain" imitations!



Homey, livable, easy-to-care-for—that's the irresistible look Weldwood® paneling's warmth can give your homes. Make your selection from more than 70 beautiful Weldwood panelings—real wood (not imitation) as low as $28, retail, for a 12′ x 8′ wall.

WELDWOOD real wood paneling

SEND FOR FREE NEW 28-PAGE COLOR BOOKLET

United States Plywood, 55 W. 44th St., New York 36, N. Y. HH 9-60

Please send me the new 28-page color booklet, "Ideas For More Beautiful Homes With Weldwood Real Wood Paneling." Shows a variety of woods, photographs.

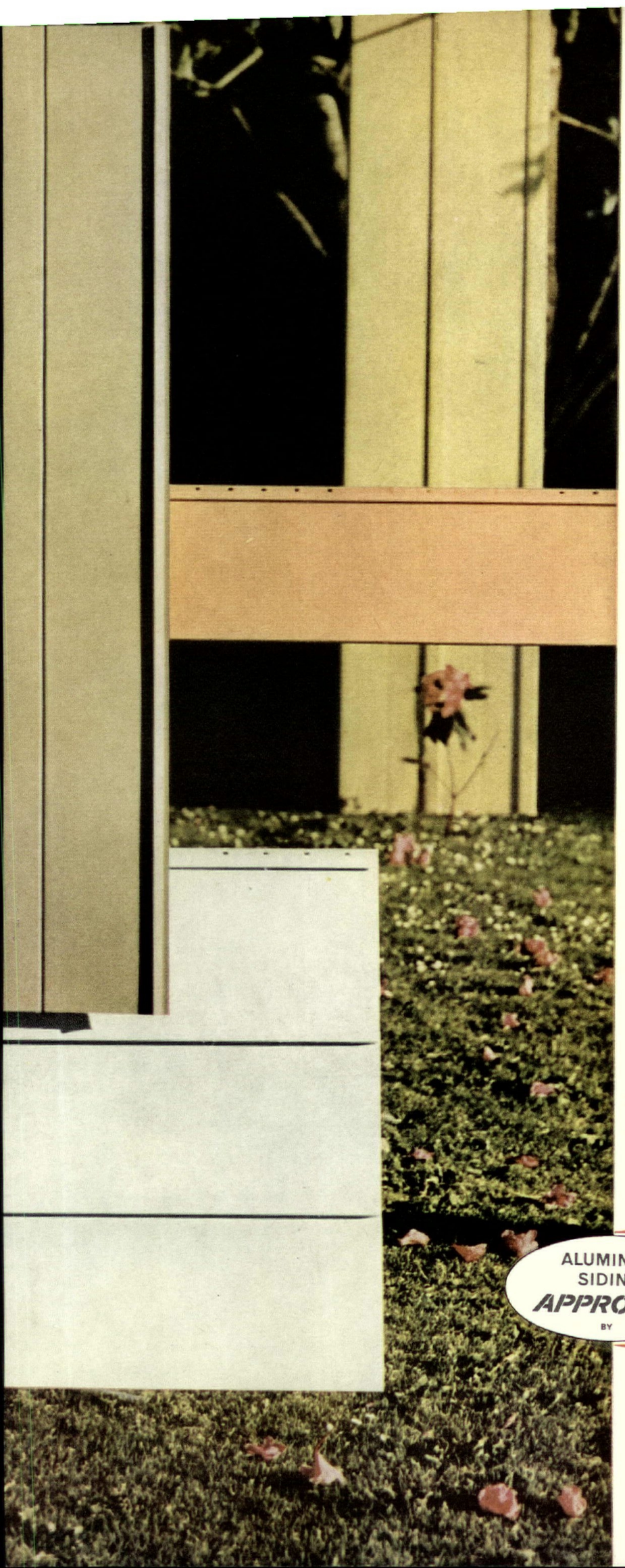
Name.....

Firm.....

Address.....

City.....**Zone**.....**State**.....





HERE TO STAY... THAT'S THE BEAUTY OF ALUMINUM

When scores of America's leading professional builders adopt aluminum siding like this for their homes, they have the best reasons in the world.* ■ Homes build easier... to last longer. Quality siding approved by Kaiser Aluminum is easy to install and eliminates call-backs. Its color is factory-applied and will last up to 15 years. ■ Homes sell easier... at better prices. Aluminum's lasting beauty and freedom from maintenance sell homes! These points are recognized by lenders and reflected in higher appraisals. ■ No wonder aluminum is today's most talked-about new home building material! Dozens of building products made with Kaiser Aluminum—from siding to nails to sliding glass doors—are helping the new home industry to build and sell better. For complete information on Kaiser Approved Siding, write to: Kaiser Aluminum & Chemical Sales, Inc., Dept. HB-275, Kaiser Center, Oakland 12, Calif. ■ Insist on siding made by a manufacturer who displays the Kaiser Approved label. It assures the finest in quality-controlled aluminum, and today's highest standards of workmanship—as specified by Kaiser Aluminum.

ALUMINUM SIDING APPROVED BY KAISER ALUMINUM

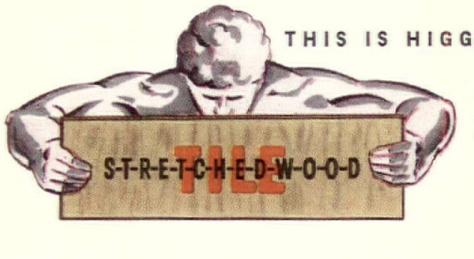
TO BUILD BETTER . . . TO LIVE BETTER

Kaiser Aluminum & Chemical Sales, Inc.
Kaiser Center, 300 Lakeside Drive
Oakland 12, California

*We'll supply names, facts and figures if you like.

Announcing a STARTLING

NEW



THIS IS HIGGINS S-T-R-E-T-C-H-E-D-W-O-O-D TILE, the exciting new solid hardwood floor tile that is laid, like resilients, in a recommended adhesive, on grade over concrete slab or wood subfloor. Designed primarily for flooring, the handsome tiles are equally at home on walls, countertops and in other areas of the home. S-t-r-e-t-c-h-e-d-w-o-o-d Tile is another product of imaginative research by

Higgins
INDUSTRIES, INC.

MANUFACTURED AND DISTRIBUTED EXCLUSIVELY FOR **GENERAL FLOORING CO., INC.**

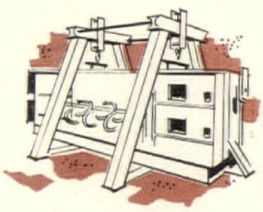
FLOORING!

SOLID HARDWOOD TILE,

S-T-R-E-T-C-H-E-D

TO PERMANENT DIMENSIONAL STABILITY

NEW BEAUTY • EASY APPLICATION • LOW COST



It's available now—the amazing new Higgins S-t-r-e-t-c-h-e-d-w-o-o-d Tile you've read about in research reports! Because it has been processed on the Higgins Lumberstretcher (the only one of its kind in the world) the solid hardwood has become dimensionally stable—when confined, as in a floor, it cannot stretch, shrink, or buckle. *How come?* Well, stretching on the Higgins Lumberstretcher (U. S. Patents 2,815,779 and 2,815,780) makes the hardwood *larger*, when dried and finished, *than it was in its original wet state*—therefore it can never again stretch nor shrink.



Economical? You bet! Higgins S-t-r-e-t-c-h-e-d-w-o-o-d Tile is priced more advantageously than wood substitutes. *Beautiful?* Yes! The warm color, lustrous 6-coat factory prefinish and superb grain pattern bring luxury to any home. Durable and wearable, it is flooring you can use with confidence and pride.



Plan now to use S-t-r-e-t-c-h-e-d-w-o-o-d Tile in your next homes. Contact your flooring supplier or write for the dealer nearest you. Let Higgins S-t-r-e-t-c-h-e-d-w-o-o-d Tile start making sales for you NOW!

DISTRIBUTOR OPPORTUNITIES AVAILABLE—Write today stating your firm's experience, current lines and territory traveled.

Higgins

S-T-R-E-T-C-H-E-D-W-O-O-D TILE

Higgins Industries, Inc., Box 8169, New Orleans 22, La.

FLOOR IT WITH

FIAT®...

PRECAST TERRAZZO SHOWER FLOORS

BUILD BETTER SHOWERS FOR LESS

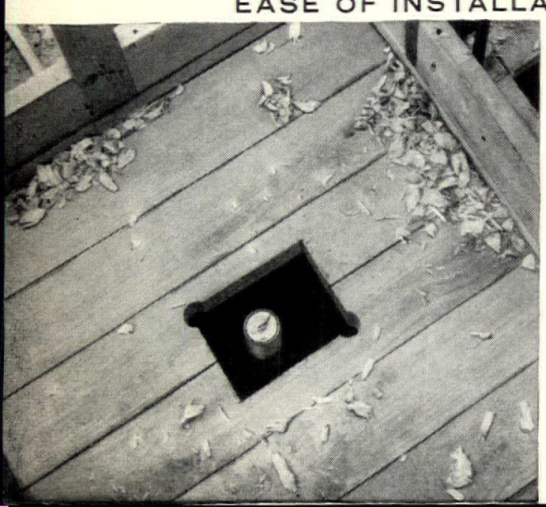
It's easy to see *why* Fiat PreCast terrazzo floors make top-quality showers so simple to install. Compared with the old piece-by-piece cut-and-try subpan, mortar and tile construction, you're way ahead . . . and supplying a much better shower!

The one-piece, PreCast terrazzo slab simply slides into place. Caulk the drain . . . just one connection . . . and there you are. Since there are no joints to open . . . no possibility of the floor leaking . . . there is nothing to create call backs.

It's a one-trade installation . . . a simple plumbing job . . . so you cut costs substantially. Yet, the black and white marble chips set in the pure white cement of the terrazzo floor proclaim the fine quality of the installation.

FIAT . . . FIRST IN QUALITY SINCE 1922 . . . PACKAGED SHOWERS • FLOORS • DOORS / TOILET ROOM ENCLOSURES

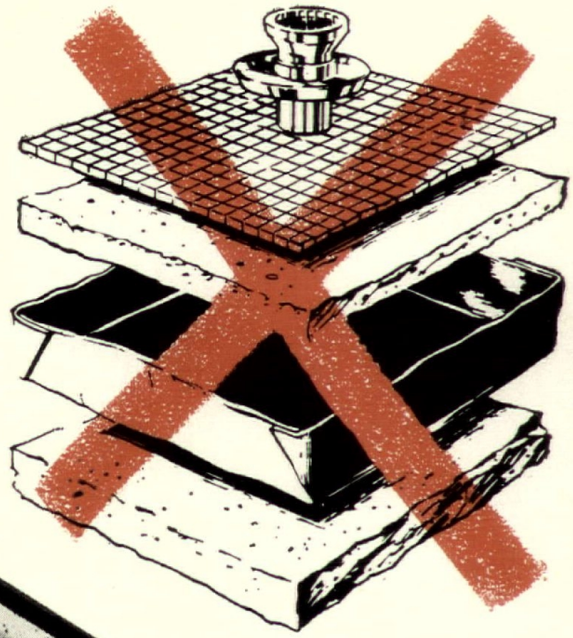
EASE OF INSTALLATION SAVES TIME—MONEY—TROUBLE







....and forget it!



And Forget This Too! This nightmare-sandwich of piecemeal construction not only takes three trades to install but invites future trouble . . . call backs that can sour the sale. Fiat PreCast Terrazzo Floors out-date this method . . . save trouble, expense, headaches!



This sparkling Fiat PreCast Terrazzo Shower Floor includes integral threshold and curb in a single unit. Eliminates threshold construction, the most expensive step in building showers. Guarantees a perfect floor.

5

Strategically located plants for fast delivery at lower cost!
Plainview, Long Island, New York;
Franklin Park, Illinois; Los Angeles, Calif.;
Albany, Georgia;
Orillia, Ontario, Canada



Send For Free Folder —get the full story about FIAT PreCast Terrazzo Shower Floors.

FIAT

FIAT METAL MANUFACTURING COMPANY
9301 Belmont Avenue, Franklin Park, Illinois

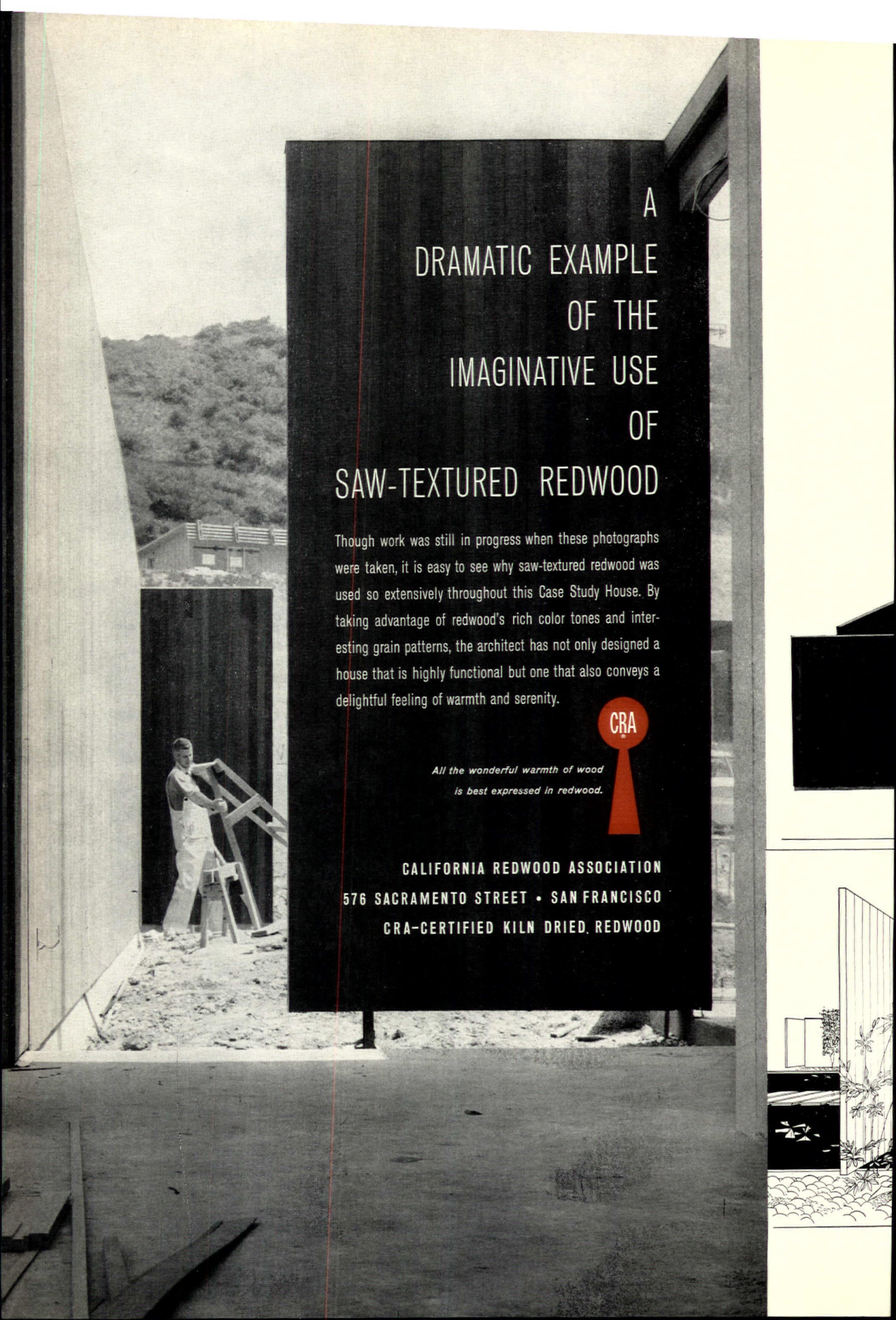
Please send me your PreCast Terrazzo Shower Floor Folder.

*Name*_____ *Position*_____

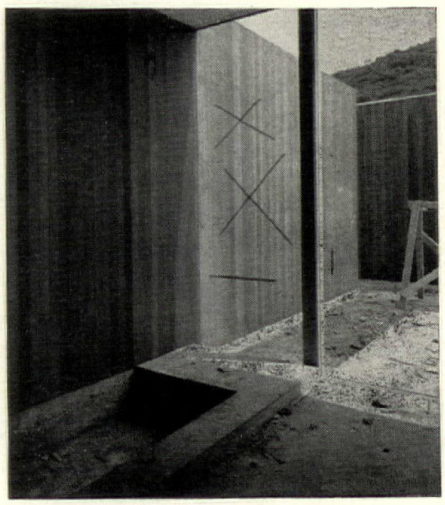
*Company*_____

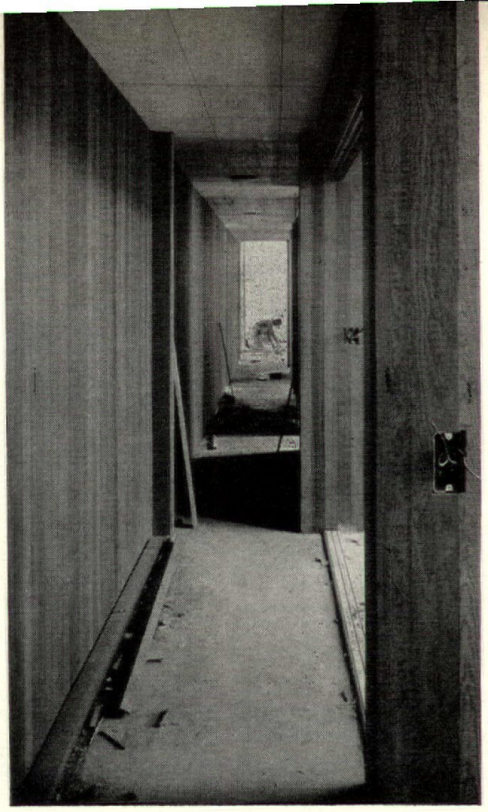
*Address*_____

*City*_____ *Zone*____ *State*_____

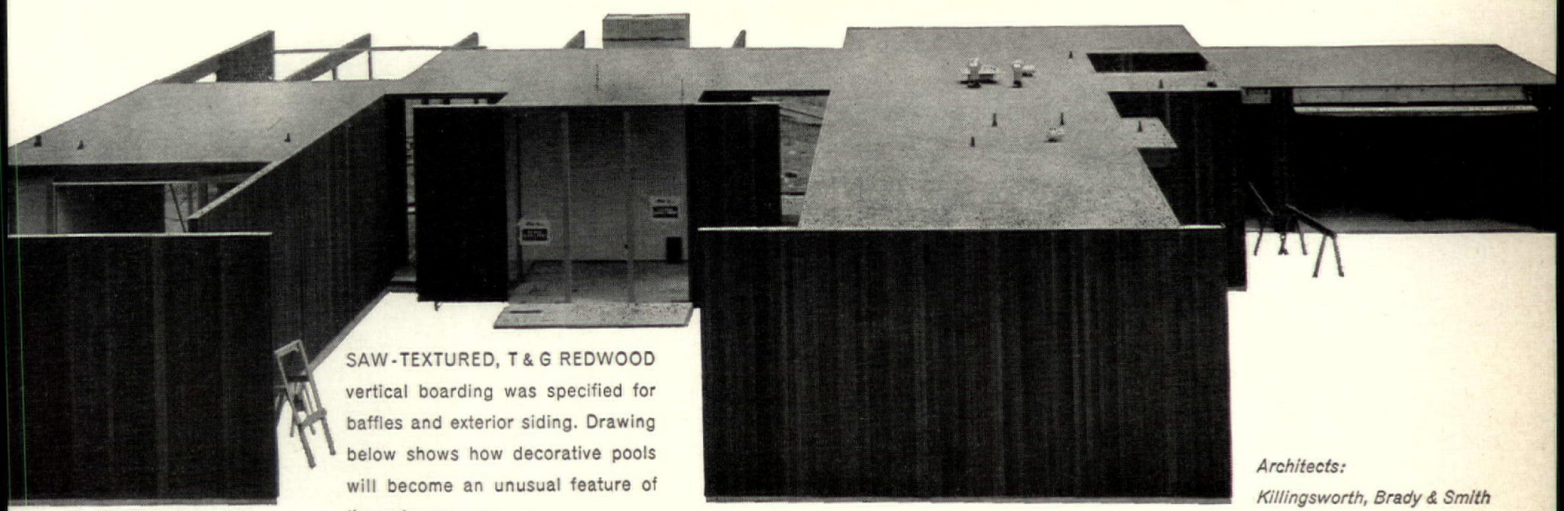

A
DRAMATIC EXAMPLE
OF THE
IMAGINATIVE USE
OF
SAW-TEXTURED REDWOOD
Though work was still in progress when these photographs were taken, it is easy to see why saw-textured redwood was used so extensively throughout this Case Study House. By taking advantage of redwood's rich color tones and interesting grain patterns, the architect has not only designed a house that is highly functional but one that also conveys a delightful feeling of warmth and serenity.
CRA
All the wonderful warmth of wood
is best expressed in redwood.
CALIFORNIA REDWOOD ASSOCIATION
576 SACRAMENTO STREET • SAN FRANCISCO
CRA-CERTIFIED KILN DRIED REDWOOD

REDWOOD PANELING in the bathroom (note concrete form for sunken tub) extends into free-standing redwood wall in the adjacent sun-bathing patio.



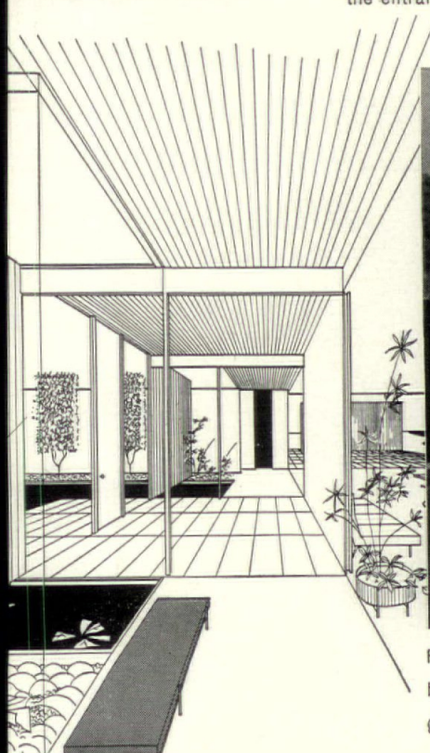


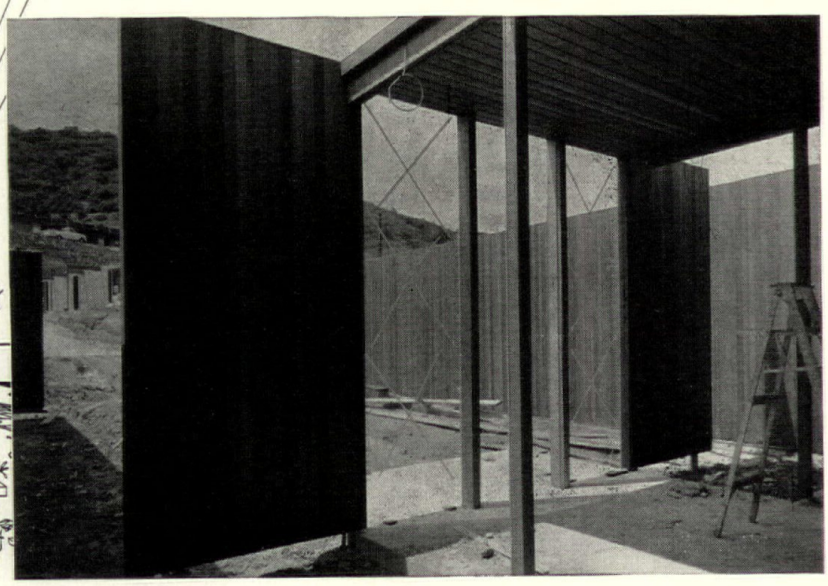
INTERIOR PANELING was left unfinished so that nothing would detract from the decorative grain patterns and subtle color tones of the saw-textured redwood. Exterior siding was treated with a clear water-repellent.



SAW-TEXTURED, T & G REDWOOD vertical boarding was specified for baffles and exterior siding. Drawing below shows how decorative pools will become an unusual feature of the entranceway.

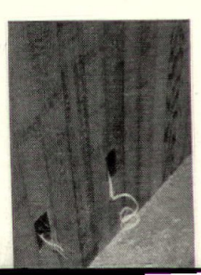
Architects:
Killingsworth, Brady & Smith





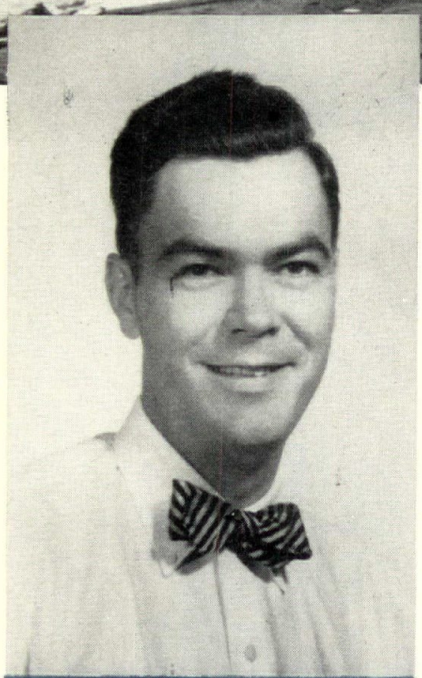
REDWOOD BAFFLES, shielding the house from the street and neighbors, have been made a distinctive design feature. Throughout the house, glass and redwood meet with a minimum of distracting metalwork.

AN INTERESTING DETAIL are the outlets, in several rooms, leading from the master TV antenna system.



Across the Board and Across Vinyl Coated Aluminum





R. N. Waterhout of Brinwood Development Corp., St. Louis, Mo., reports: "As a builder, I like Vinyl Coated Aluminum Siding because of its ease of merchandising to prospective buyers, and its weather resistance and beauty."

Vinyl Coated Aluminum Siding was applied to this Milwaukee, Wisc., home over ten years ago. Today, it looks like new, without painting, maintenance, or added expense . . . just an occasional hosing down. The siding is coated with Sherwin-William's "Superclad" vinyl based coating.



the Nation...

Siding Is Speeding Home Sales!



When 41 homes in this 195-home development were finished with Vinyl Coated Aluminum Siding, sales were faster, easier. So the builders chose it for an entire new 242-home project. The siding was coated with "Plasticlad" by Solmica Inc., using a vinyl coating with a natural wood grain texture manufactured and supplied by Plas-chem Corporation.

"Easier, faster selling!" That's what Brinwood Development Corporation of St. Louis, Mo., achieved when it installed Vinyl Coated Aluminum Siding on 41 of 195 Wilson Precision Manufactured Homes in Brinwood sub-division shown above.

"As a result," says R. N. Waterhout of Brinwood, "we're installing Vinyl Coated Aluminum Siding across the board on our newest, 242-home Baxter Acres development." (Also Wilson Precision Manufactured Homes.)

It's the same story being repeated across the nation today. Because Vinyl Coated Aluminum Siding is *helping sell homes faster.*

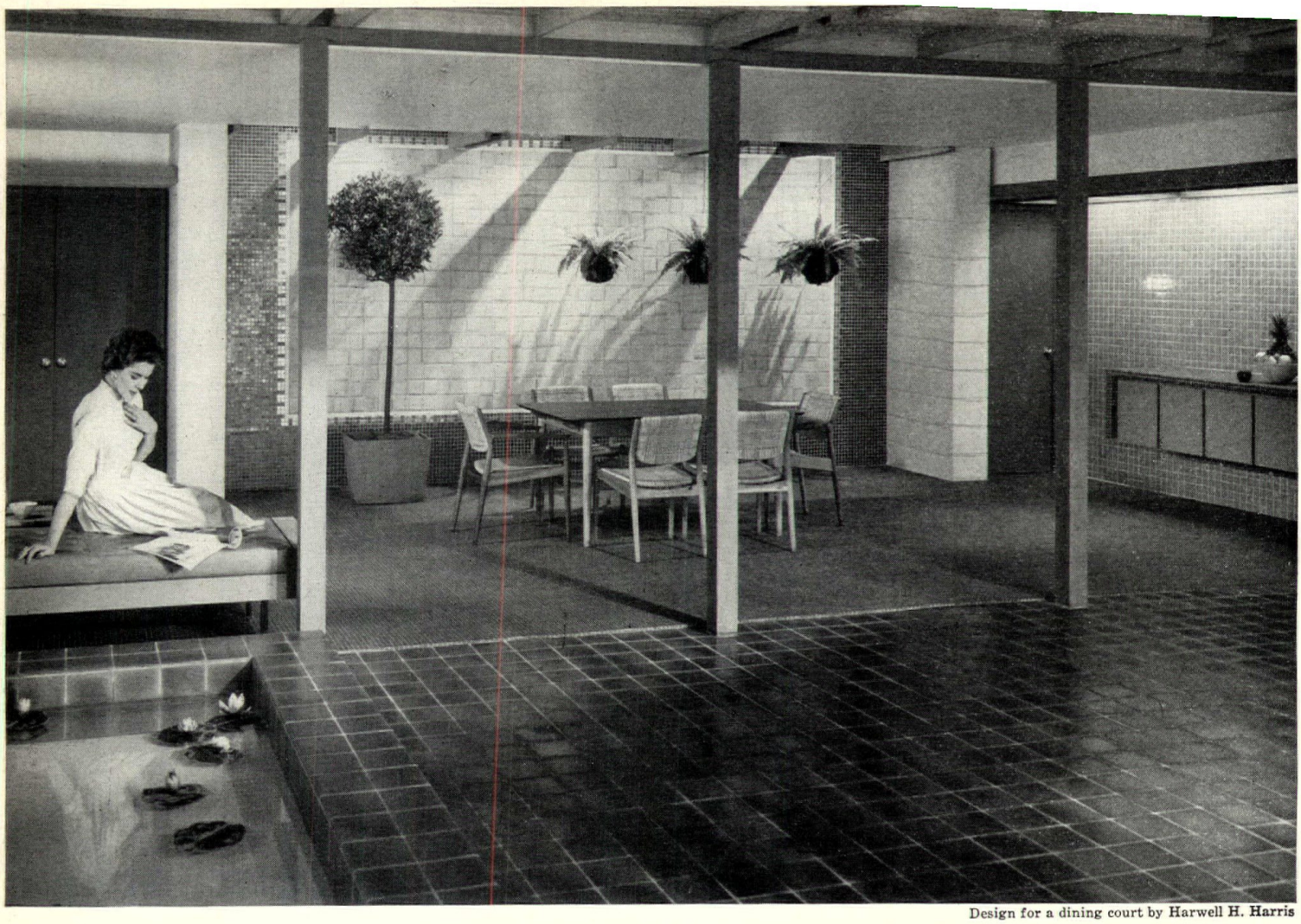
And here's how: More and more home buyers are learning about and asking for its bright, lasting good looks, its freedom from maintenance problems...and because maintenance costs are reduced, home buyers are enabled to carry larger mortgages to get the home they hoped for, thus widening your opportunities for prospective buyers.

Vinyl is the only aluminum siding coating with a record of 11 trouble-free years on actual homes ... and of 15 years on Florida test panels.

Sell your homes faster—with Vinyl Coated Aluminum Siding. Your Building Supply Dealer has the full story. Union Carbide Plastics Company, Division of Union Carbide Corporation, 270 Park Avenue, New York 17, N.Y. *In Canada:* Union Carbide Canada Limited, Toronto 12.

UNION CARBIDE

"Union Carbide" is a registered trade mark of Union Carbide Corporation.



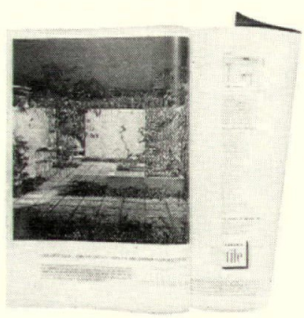
Design for a dining court by Harwell H. Harris

House Beautiful Creates a Quality Market for Ceramic Tile... Mark of a Quality Home

Many of your best prospects see fresh new ceramic tile ideas like this . . . learn how ceramic tile makes life easier . . . accept ceramic tile as the quality surfacing which enhances home value. They see it in full color advertising in House Beautiful magazine.

House Beautiful is the Pace Setter publication – the magazine which influences the buying desires of your quality market . . . and creates sales.

Tile Council is selling a quality product in a quality climate – over 900,000* upper-income families, almost 5 million readers who have the money (average income $15,715) and the motivation to specify quality products for their homes.

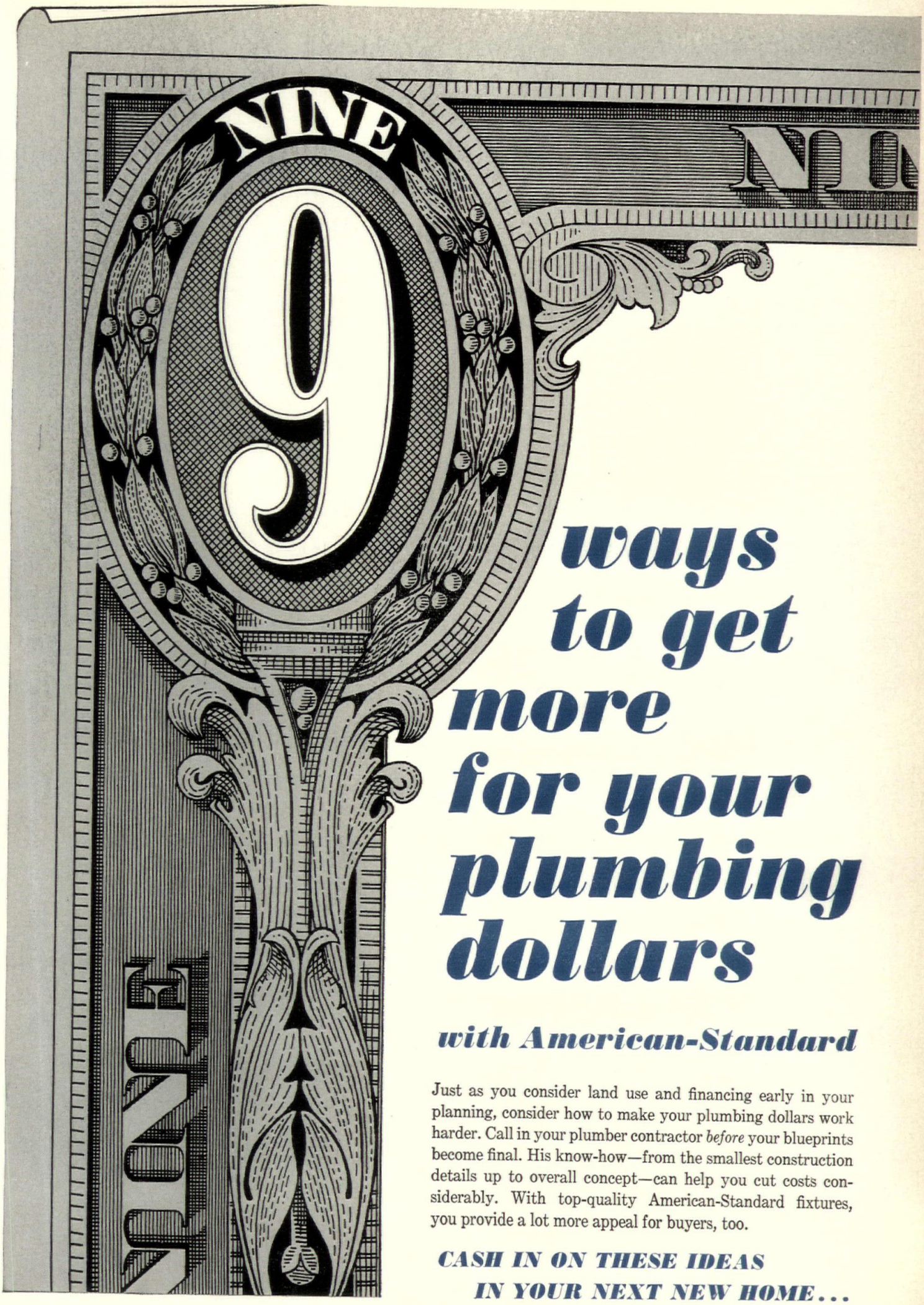


House Beautiful

572 MADISON AVENUE, NEW YORK 22, N. Y.

ONE OF THE 13 KEY HEARST SELECTIVE MARKET MAGAZINES

*Publisher's projected average last six months 1960



9 ways to get more for your plumbing dollars

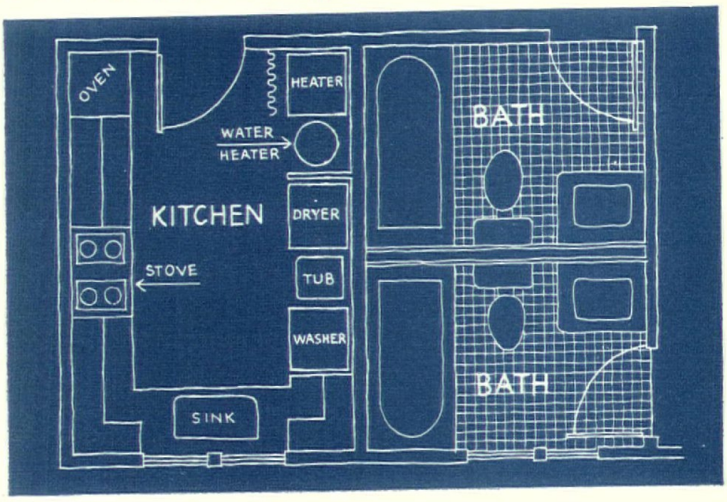
with American-Standard

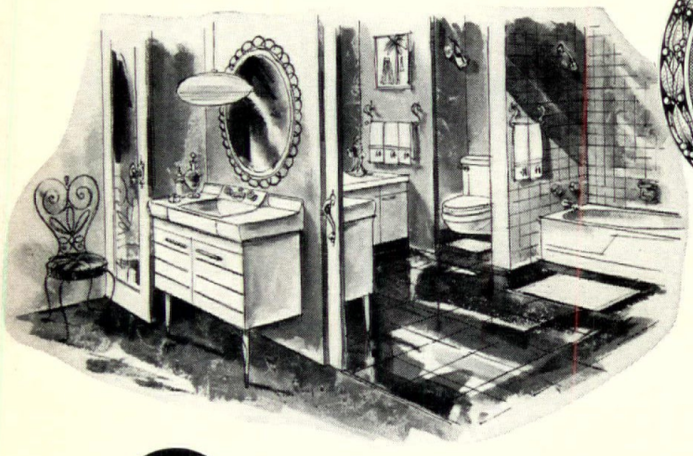
Just as you consider land use and financing early in your planning, consider how to make your plumbing dollars work harder. Call in your plumber contractor *before* your blueprints become final. His know-how—from the smallest construction details up to overall concept—can help you cut costs considerably. With top-quality American-Standard fixtures, you provide a lot more appeal for buyers, too.

CASH IN ON THESE IDEAS IN YOUR NEXT NEW HOME...

1 Gain space and cut costs with mechanical assemblies.

Grouping the mechanical equipment in one compact assembly pays off handsomely. First, the remainder of the house is left free for open planning. Second, construction costs are brought down, because plumbing walls do double duty and piping runs are kept short. For example, locating your water heater next to the kitchen and baths reduces piping and pipe installation costs. It also gives you an extra selling point, because it saves your buyer fuel and assures him of hot water almost as soon as he turns on the faucet. For a complete assembly, group your bathrooms, kitchen, laundry facilities, water heater and heating unit.





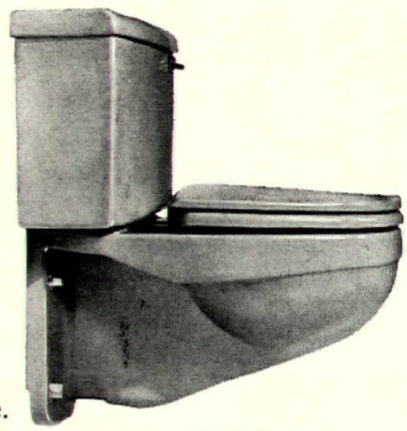
2 Plan back-to-back installations.

Even if you cannot use a complete mechanical assembly, costs can be kept to a minimum by grouping supply and waste piping. Installations might be back-to-back bathrooms, a kitchen sink sharing a wet wall with bathroom fixtures or the glamorous installation shown here in which a cabinet-lavatory in the bedroom is used as a make-up table and backed up with another one in the bathroom.

3 Integral lavatory-cabinet has custom look.

This type of fixture gives you that impressive custom touch. The American-Standard Gracelyn, illustrated above, will catch the eye of women prospects. They'll like the easy-to-clean, one-piece china counter top and the roomy storage cabinet. It is available in 32", 36" and 42" lengths.

4 Use interesting plumbing fixtures.



Your plumbing dollars work harder when you put them into attention-getting fixtures. Prospects going through your model will stop, look and talk about bathrooms with the American-Standard Norwall off-the-floor toilet. A major selling advantage is the practical design that allows a woman to mop under and clean around the fixture with ease. Other examples: Off-center lavatories with wide side ledges, bathtubs with off-center bathing areas that provide a corner seat plus a ledge for toiletries.

5 Install full-sized, quality fixtures.



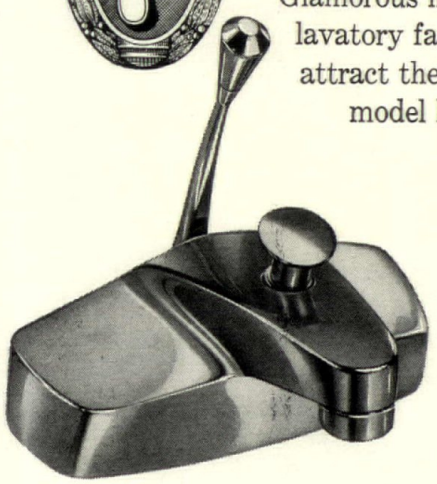
Think of the buyer appeal of an extra-long 5½′ cast iron bathtub, a full 16″ high. And the spacious, 22″ x 19″ American-Standard cast iron. New Ledgewood lavatory (shown) offers a roomy bowl, more convenience to prospects. Buyers recognize top brand names like American-Standard, and know that they are getting quality.

6 One-wall bathrooms work wonders.

Line up all three fixtures on one wall, and your rough plumbing costs come tumbling down. Save about $30 by placing the toilet between lavatory and bathtub whenever you can. This is the only way to branch without any back venting or wet venting.

7 Install single lever faucets.

Glamorous fittings with fingertip control, such as the American-Standard lavatory faucet shown, cost no more to install, yet attract the interest of most prospects as they go through model homes.

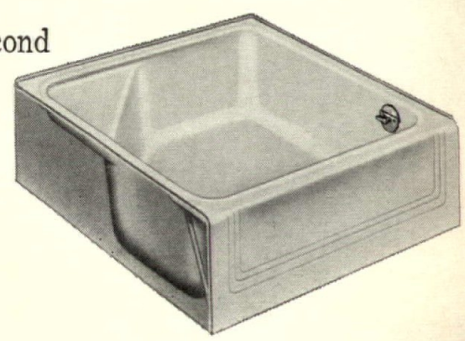


8 Accurate pipe sizing cuts costs.

Check your plumbing contractor before laying out your piping runs. He's the expert who knows how to cut costs through proper sizing and choice of materials. For example, 3″ drainage pipe costs about half as much as 4″ pipe, and can be used in most homes.

9 Save space and money in a second bath.

You can include the proven appeal of a second *full* bathroom, complete with tub, in the same space and at about the same cost as the usual bathroom that includes a shower stall. The trick is to use an American-Standard Restal bath and shower combination. Just 38″ x 39″, it provides a tub in the area generally required for a shower alone.



4 NEW PRODUCTS FROM AMERICAN-STANDARD

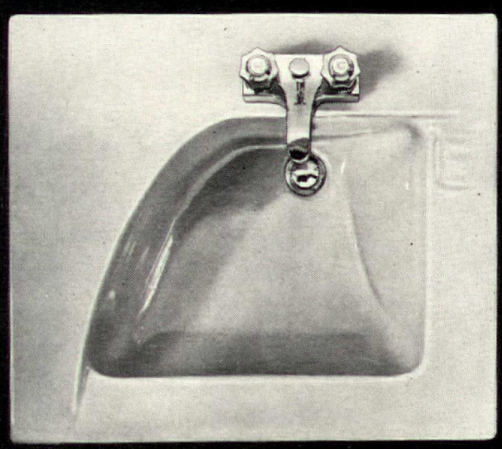
NEW PROVINCIAL STYLING by YOUNGSTOWN KITCHENS

is the newest addition to the popular Woodcharm line. Cabinet doors and drawer fronts are in the popular Honeywood, mar-resistant laminate finish . . . a medium tone with excellent grain definition. Provincial styling is available in a complete range of Youngstown Kitchens base- and wall-cabinet sizes to meet every building plan and budget.



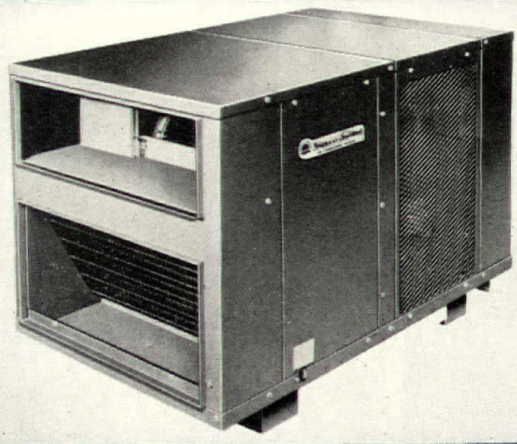
NEW OFF-CENTER LAVATORY,

the Sherrilyn, is a high-style, high-quality fixture with the beautiful, flowing lines that will excite model home, visitors. Note the wide side ledge that gives the space of a counter top for holding toiletries and other articles. The deep, roomy bowl has both anti-splash rim and hidden front overflow. The Sherrilyn is vitreous china in color or white, 24″ x 20″.

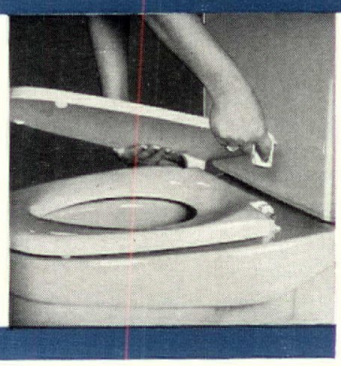


NEW HEAT PUMPS

provide an attention-getting way to heat and cool at little more than the cost of ordinary air conditioning. The American-Standard ACPR (Packaged) and ACBR (Split System) Heat Pumps are so reliable they carry a five-year protection plan. Factory-assembled, pre-wired units are easy and inexpensive to install. A single automatic thermostat calls for heating or cooling, as required. Available in 2, 3, 4 and 5 hp. capacities. For cooler climates, add on the SE Supplementary Electric Heater for up to 54,592 Btu of extra heating.



CHURCH SEAT and cover snap off, without removing hinge posts, for easy cleaning. Modern seat is smartly designed and has a streamlined cover. Both of high-impact plastic in white and colors.



For more information write to:

AIR CONDITIONING DIVISION
40 West 40th Street
New York 18, N. Y.

PLUMBING AND HEATING DIVISION
40 West 40th Street
New York 18, N. Y.

C. F. CHURCH DIVISION
Montgomery Street
Willimansett, Mass.

YOUNGSTOWN KITCHENS DIVISION
University Street, N.E.
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AMERICAN-Standard

AMERICAN RADIATOR & STANDARD SANITARY CORPORATION

Builders add unmatched comfort, convenience and beauty to quality homes with

Combination doors, windows and screening of Care-free Alcoa Aluminum

Aluminum creates sales

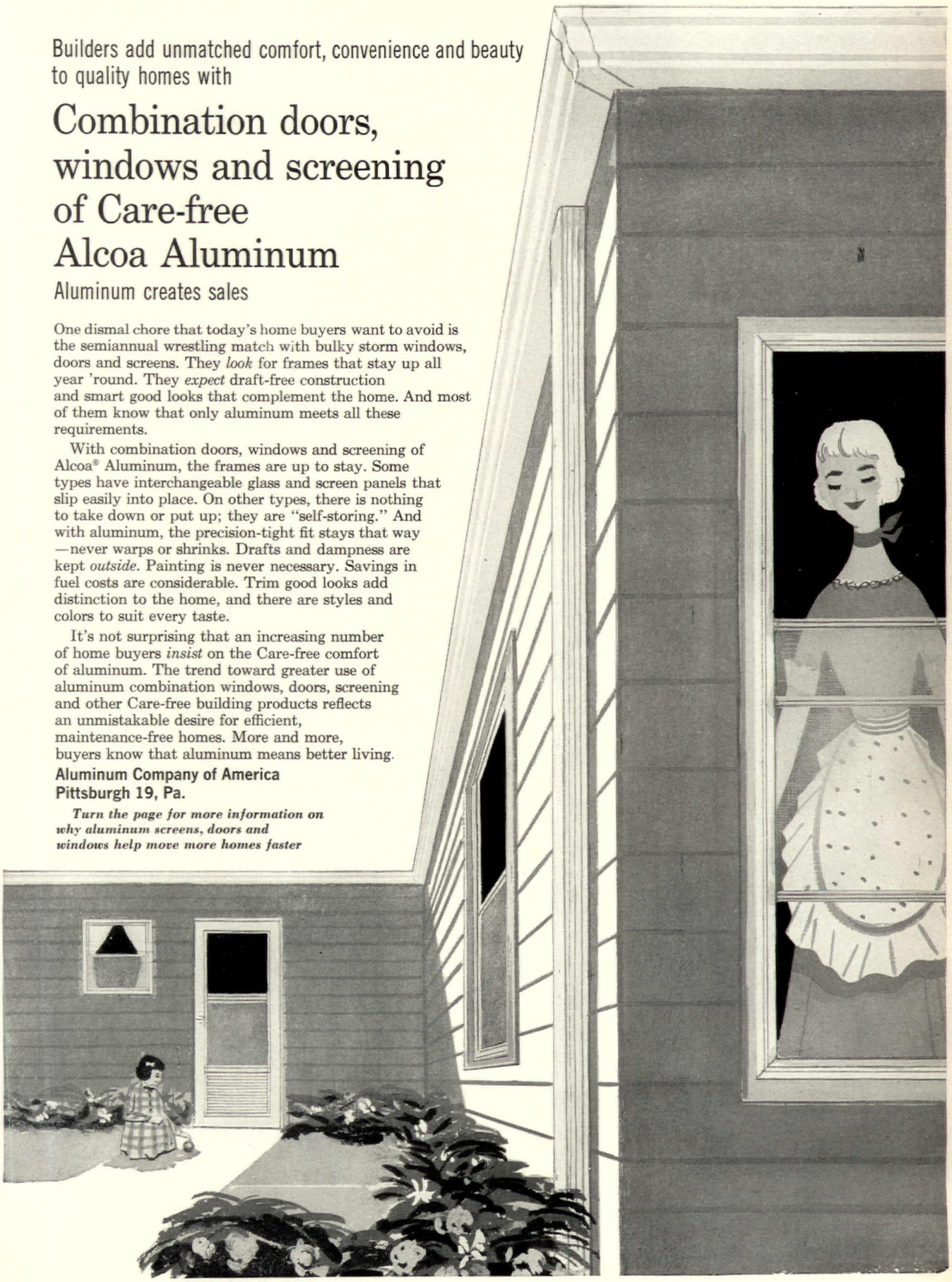
One dismal chore that today's home buyers want to avoid is the semiannual wrestling match with bulky storm windows, doors and screens. They *look* for frames that stay up all year 'round. They *expect* draft-free construction and smart good looks that complement the home. And most of them know that only aluminum meets all these requirements.

With combination doors, windows and screening of Alcoa® Aluminum, the frames are up to stay. Some types have interchangeable glass and screen panels that slip easily into place. On other types, there is nothing to take down or put up; they are "self-storing." And with aluminum, the precision-tight fit stays that way —never warps or shrinks. Drafts and dampness are kept *outside*. Painting is never necessary. Savings in fuel costs are considerable. Trim good looks add distinction to the home, and there are styles and colors to suit every taste.

It's not surprising that an increasing number of home buyers *insist* on the Care-free comfort of aluminum. The trend toward greater use of aluminum combination windows, doors, screening and other Care-free building products reflects an unmistakable desire for efficient, maintenance-free homes. More and more, buyers know that aluminum means better living.

Aluminum Company of America
Pittsburgh 19, Pa.

Turn the page for more information on why aluminum screens, doors and windows help move more homes faster



Aluminum screening, combination windows and doors . . . corrosion resistant for long life, light weight for easy handling, precision made for maximum comfort

produced by quality manufacturers in styles and sizes for every home, new construction and remodeling, too



Eliminate seasonal switching

Replacing screens in fall and storm windows and doors in spring takes only minutes—or no time at all—with modern, Care-free aluminum. Lightweight aluminum storm sash or screens slip swiftly into place. With permanent, "self-storing" types, there is nothing to take down or put up in any season. The master frame accommodates both glass and screen units. Either way, there is no painting and patching, lugging and scrubbing or precarious balancing on a ladder. At least two extra week ends every year are gained for fun and relaxation.

Permanent freedom from maintenance

Corrosion-resistant aluminum screening and combination windows and doors are completely Care-free. There is no warping, rotting or splitting. They need no painting or polishing. Yet you can count on aluminum to work smoothly for years in every season.

Lasting good looks

With aluminum screening, windows and doors there is no danger of ugly staining on window sills or walls. The hard satin finish provides a neat appearance with a lasting sheen. Even years of weathering can't mar the trim appearance that adds charm and distinction to any home.

Lower fuel bills

Precision-engineered aluminum screening, combination doors and windows help keep homes warmer in winter, cooler in summer . . . and save up to 35 per cent on fuel costs. Reinforced corners and woven pile weather stripping keep cold winter drafts out. Sturdy extruded aluminum construction retains its original exact fit. Finger-tip control of selective opening lets in just the right amount of fresh, cool breeze in summer.

Fast installation with less labor

Because of their light weight and precision construction, aluminum screens, windows and doors go up in minutes. And once up, they stay up—with no costly complaints from homeowners.

Premium cost that pays for itself

Although aluminum screens, windows and doors may cost a little more than other types, the premium is soon amortized through savings in fuel bills and maintenance costs and through increased value of the home. In most cases, banks will appraise 100 per cent of the cost of these windows and doors as part of the mortgage package.

Plus . . .

these additional features are found in most screening, combination windows and doors of Alcoa Aluminum

All glass is cushioned in rubber or with new woven pile weather stripping to assure complete air and dust seal, prevent rattles.

Finger-tip control for indirect ventilation.

"Burglarproof" automatic locking hardware.

Handsome color combinations.

"Full-tilt" action that makes cleaning an "inside" job.

Proved resistance to winds up to 90 mph.

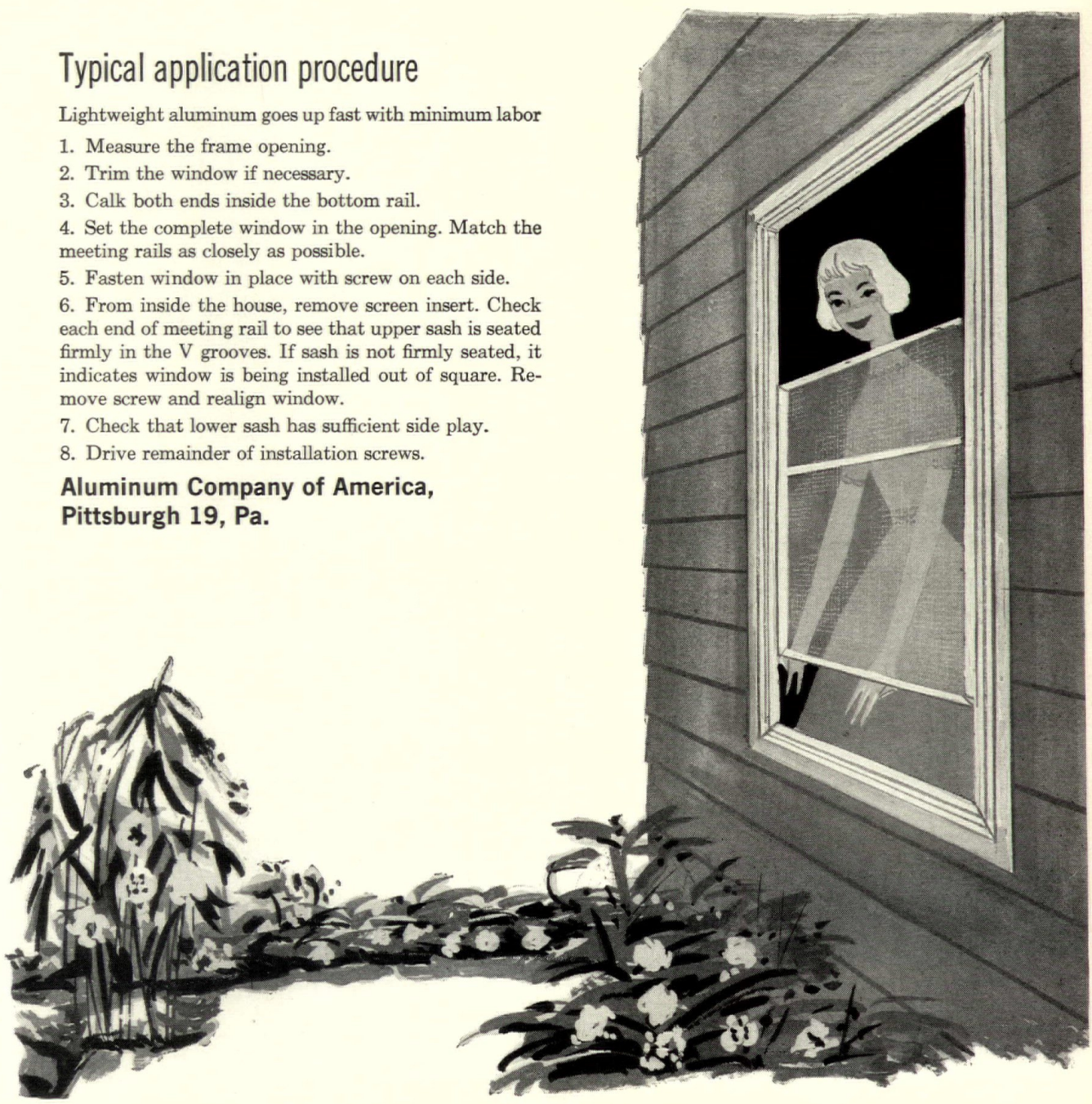
Anodizing process that prevents weathering and scaling.

Typical application procedure

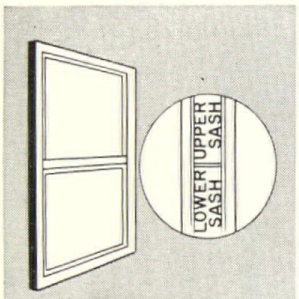
Lightweight aluminum goes up fast with minimum labor

1. Measure the frame opening.
2. Trim the window if necessary.
3. Calk both ends inside the bottom rail.
4. Set the complete window in the opening. Match the meeting rails as closely as possible.
5. Fasten window in place with screw on each side.
6. From inside the house, remove screen insert. Check each end of meeting rail to see that upper sash is seated firmly in the V grooves. If sash is not firmly seated, it indicates window is being installed out of square. Remove screw and realign window.
7. Check that lower sash has sufficient side play.
8. Drive remainder of installation screws.

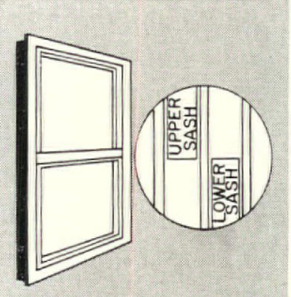
Aluminum Company of America, Pittsburgh 19, Pa.



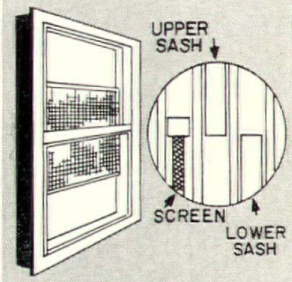
What to look for in aluminum combination windows and doors



In a "one-over-one" window, both sash and inserts occupy the same guide path.



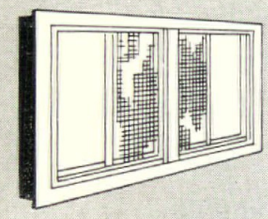
In a two-channel window, each glass occupies its own path. Unused insert stores above.



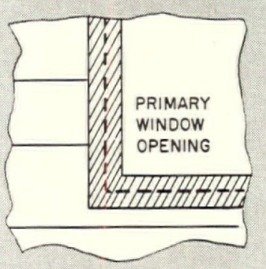
A three-track window has separate guide paths for each insert, is thus self-storing.



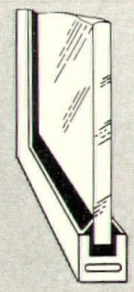
"Clip-on" units are for casement windows. Glass panels attach to the swing-out frame.



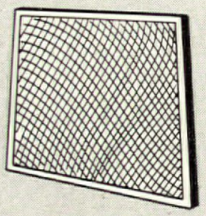
Horizontal sliders for ranch or casement windows are installed inside, operate on two or three tracks.



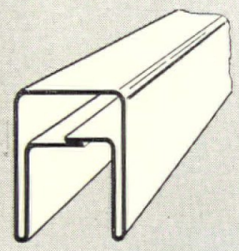
Overlap installation extends beyond opening of prime window.



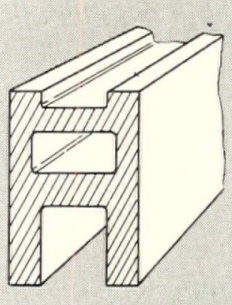
Gasketing or glazing channel should be adequate to cushion glass against shock and be removable to allow repair.



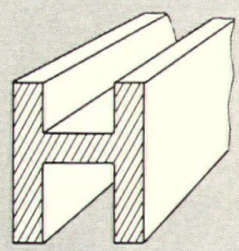
A good screen will be rigid and square. Watch out for the loose "hourglass" job.



ROLL-FORMED SHAPE (SCREEN FRAMES)



EXTRUDED SHAPE (HOLLOW)



EXTRUDED SHAPE (OPEN OR SOLID)

Wall thicknesses of aluminum sections are indications, but not conclusive ones, of strength. While a heavier window can be expected to be more rigid, the structural form determines degree of flexibility. Corner reinforcements (corner keys) should be tight and joints (butted or mitered) accurately cut. Test rigidity by slightly flexing a full-size screen panel and glass insert, checking corner movement as well as center deflection. Screen need not be as rigid as glass but should recover shape rapidly.

The Alcoa Care-free tag sells the extra value in your homes

When you install screens, combination windows and doors of Alcoa Aluminum in your homes, you gain the mighty selling power of the Alcoa Care-free tag. Over 40 million people now identify this tag with quality building products and Care-free living. Network television, radio, national magazine and local newspaper advertising help keep it selling for you. When you display the tag, prospects instantly recognize that you are using quality building products they can trust.

Join the trend to aluminum for maintenance-free homes. Alcoa invites you to share in its facilities and the more than 30 years of experience in developing products and techniques for better American homes.

For the names of manufacturers who make screening, combination storm doors and windows of quality Alcoa Aluminum, call your Alcoa sales office or write: Aluminum Company of America, 1882-J Alcoa Building, Pittsburgh 19, Pennsylvania.





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Many combinations of Oak, Maple, Walnut and Cherry are available.

ADDS HAND-CRAFTED RICHNESS AT NO EXTRA COST

and sometimes at less cost than ordinary parquet

The beauty of Harris BondWood is centuries old — yet the cost of this distinguished hardwood flooring is often *less* than the cost of the common, the usual.

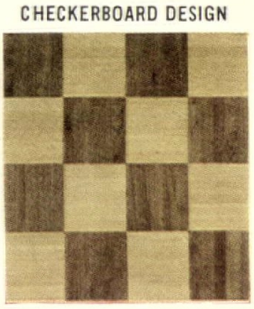
Recreated here is the craftsmanship of the old masters in Harris BondWood — an example of the beautiful geometric patterns in parquet. Sturdy Oak . . . durable Maple . . . fashionable Walnut . . . and distinctive Cherry are easily and permanently installed in adhesive on concrete or wood sub-floor. And the beauty is deep — a lifetime of service — slats are 5/16″ of solid hardwood, not tongued and grooved.

Write for booklet illustrating the possibilities. See our catalog in Sweets'. HARRIS MANUFACTURING COMPANY, Dept. HH-90, Johnson City, Tenn. The Finest in Flooring since 1898.

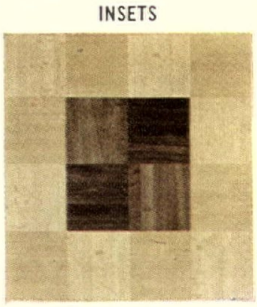
WITH DIVIDER STRIPS



CHECKERBOARD DESIGN



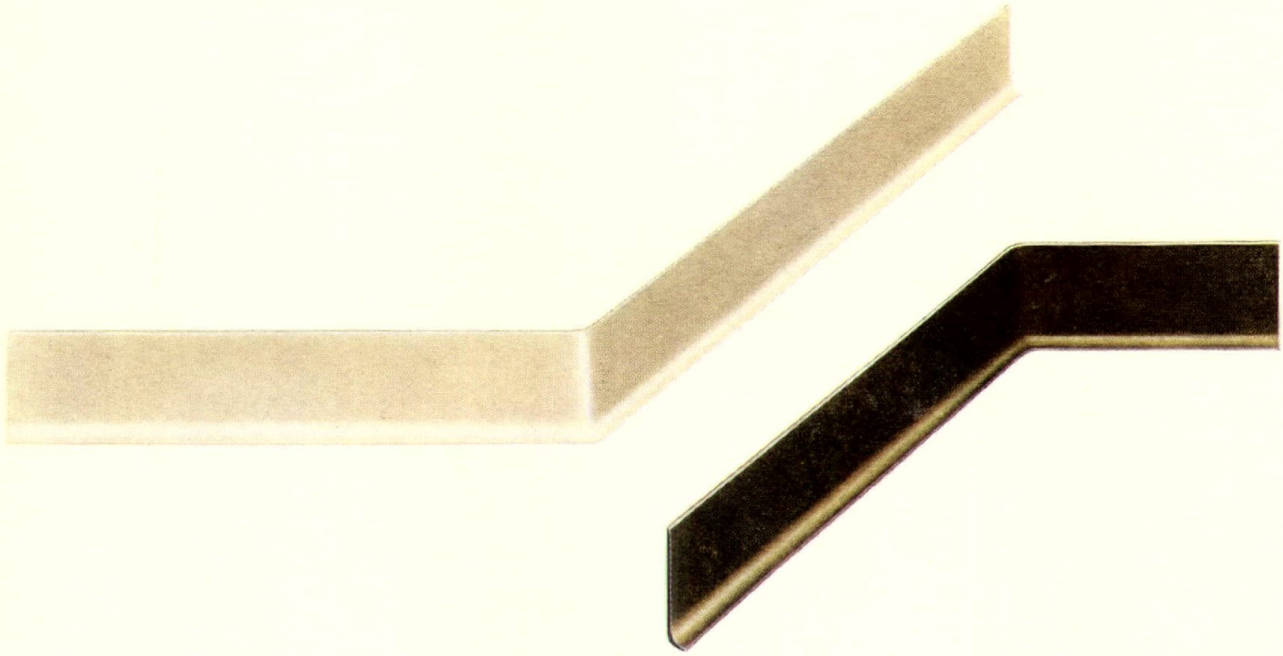
INSETS



HARRIS

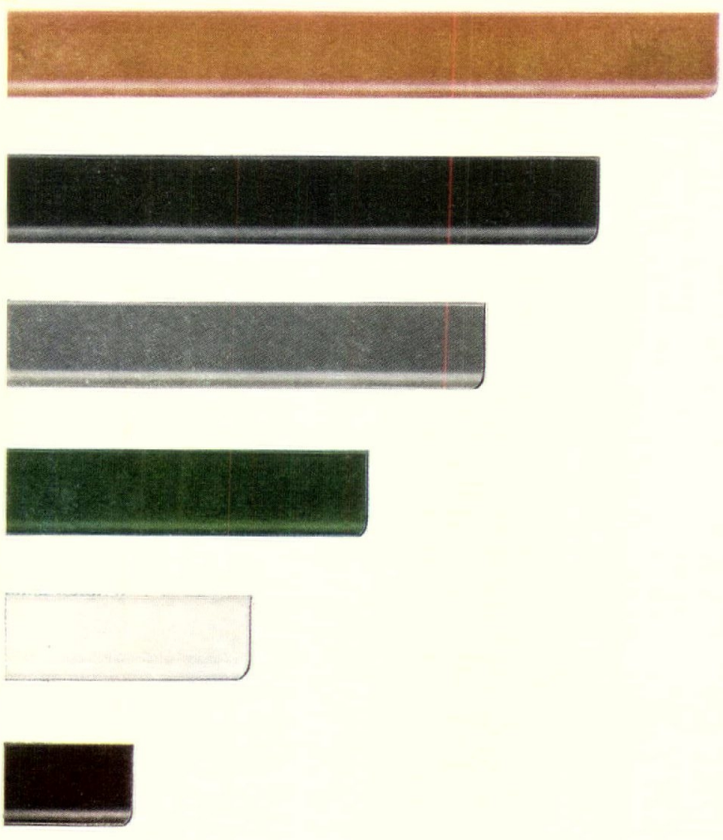
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KenCove® Vinyl Wall Base provides the perfect finishing touch to any room. Because corners can easily be formed right on the job, installations are quicker, more economical. (Factory-molded corners also available.) And, for flush-to-wall door buck installations, special KenCove pieces are provided with smoothly tapered ends. For information, see Sweet's File, or call your Kentile Representative for samples.*

*In New York, visit the Kentile® Floors Showroom, Suite 3119 (31st Floor), Empire State Building, 350 Fifth Avenue.

SPECIFICATIONS

SIZES: 2½″ height in 48″ lengths, 96-foot rolls; 4″ height in 48″ lengths, 96-foot rolls; 6″ height in 48″ lengths only.

COLORS: (as illustrated above, top to bottom) Beige, Brown, Sumac Red, Black, Gray, Green, White and Russet. (White and Beige not available in 6″ height or 96-foot rolls.)

Kentile, Inc., Brooklyn 15, N. Y.

Roundup:

Government forecast: 10% drop in new housing this year

Those scare stories about housing being "off 25%" from 1959 unless sales spurt soon get no support from the latest government forecast. The Commerce Dept now figures the 1960 volume of new private residential construction will be $17.4 billion. That's actually an increase from the $16 billion it predicted last December —but it's attributable to the revised estimate of housing starts.

Commerce now predicts 1.3 million *private* non farm starts this year—a drop of about 13% from the revised 1959 total. Dollarwise, it forecasts only a 10% drop in private housing—compared to its prediction last December of a 6% drop for this year.

Builders and lenders in most cities across the nation still call sales of new homes anything from so-so to terrible. But in almost every market, the story is the same: a few smart builders are having just as good a year as ever. And some specialized markets are booming (eg nursing homes, housing for the elderly).

FHA, says Commissioner Julian Zimmerman, is doing "all we can in any way we can" to spur new housing. Among the latest moves: rejuvenating the low-price Sec 203i program by allowing lenders to charge an extra ½% fee on mortgages up to $9,000 (*see p 51*). The old limit was $8,000. The agency also has worked out a way to offer FHA-insurance to Navajo and Hopi Indians on their Arizona and New Mexico reservations. The big problem was the land-occupant relationship in each tribe. This opens up another special, small market.

Do rental vacancies mean the filter-up theory is at work?

When the nation's vacancy rate in rental housing went up to 7.2% for the first quarter of this year, analysts cautioned that it might be a statistical fluke. But now the second quarter figure is in: rental vacancies are up another notch to 7.3%, highest since the Census series started in 1955. This compares with 6.7% vacancies in the second quarter of last year.

Rental projects will get closer scrutiny from lenders now. As FHA figures it, a 7% vacancy rate is all a project can stand and still pay off its mortgage. Overall figures, of course, don't tell the whole story. In the Northeast, rental vacancies are only 4.4%. In the West, they stand at 10.6%, in the South 8.3% and in the North Central region 7.5%. FHA reports an average 4.8% vacancy rate, as of March 15, on its rental units. This is the highest since 1951.

Despite these figures, housing economists are disinclined to predict that rental housing faces a big dip. For one thing, Census notes that 30% of the vacant rental units in its latest count "lacked plumbing facilities." And 30% consists of only one- or two-room apartments. What's the explanation? Say economists: as more and more new units are built, and as incomes keep rising, people are passing up poor quality units. In Canada, lenders worry about another facet of the same trend: mortgage delinquencies on low-priced houses are rising alarmingly. People don't seem to want to live in them.

Are mortgage discounts poised for a big drop?

Key to the immediate future of discounts on FHAs and VAs may well be government bond prices (*see p 51*). If mortgages followed Treasury bonds a 5½% yield (after servicing) would attract lenders now. But it doesn't. They want closer to 6%. Why? Says one mutual savings bank executive: "Our bond men feel the price of governments will soften later." If it doesn't, look for more shrinkage in discounts (which are already 2 to 2½ points lower than they were in January). Last month, the spread between bonds (3.74%) and FHAs (6.18%) was the widest in seven years.

Figuring on shrinkage, some mortgage men shy away from future commitments now. Instead, they buy standbys (last month's New York prices: 91 VA, 95 FHA) to cover about two-thirds of the commitments they make to their builder-customers. The other third? Sad experience of the last few years indicates builders will fall short of promised completions by a whopping 33%!

WASHINGTON INSIDE: Did the Democratic-controlled Congress, which has been crying all session for more government spending to pump up housing, act instead to depress FHA starts when it adopted the Independent Offices Appropriation Act? Some analysts now contend this was the case. The appropriations law (NEWS, Aug) requires FHA to count all fees paid to fee appraisers as a charge against its field office budget. Up to then, FHA let applicants pay the outside appraiser's fee (usually $20) and then refunded the $20 application fee. On FHA's books, this subtracted from the agency's income (it runs at a profit) but didn't become an expense. Now, FHA is stopping the use of fee appraisers—and realtors complain that processing backlogs are developing in Michigan and New Jersey. In Newark, cry realtors, FHA now has a backlog of nearly 1,000 appraisals. And it is growing 200 cases a week. Buyers and sellers have to wait a month to six weeks for FHA appraisals, realtors say. So they turn to other financing, or cancel deals.

NEWS continued on p 42

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RENTAL HOUSING:

FHA revamps room count rules, gives quality design a boost

Commissioner Julian Zimmerman has just overhauled FHA's technical rules for rental housing in a fashion that promises to produce far-reaching changes in the design and quality of FHA apartments. (Last year FHA accounted for 11% of new rental units.)

The biggest change is a sweeping revision of its regulations on what counts as a room in rental projects. This should help builders to put up apartments designed not for yesterday's housing-shortage minimums but apartments designed for today's rising consumer demand for better living in quality environment.

Reinforcing this emphasis on better apartments, FHA has also increased minimum areas for living rooms from 150 to 160 sq ft. For the first time, it has set least dimensions for rooms and required that room sizes grow as apartments get larger. (*See tables on next page for details.*)

Up to now, concedes Neil Connor, director of architectural standards, "FHA apartment planning has been warped." No. 1 reason has been its system of counting rooms—unchanged since 1942 and long criticized by the industry as obsolete. Now, FHA has made these key changes:

1. For the first time, FHA will allow half a room credit for each bathroom in an FHA apartment. (Exception: an extra bathroom cannot be counted in efficiency units with no bedroom.) Many experts predict that in ten years a two-bedroom apartment without an extra bath will be so obsolete it will be hard to rent. But up to now, very few FHA apartments have had more than one bath because builders had to finance them by putting up more equity.

2. Half baths (toilet and basin), provided in addition to the first bathroom, will count as ¼ room each (except in efficiencies where they cannot be counted at all).

3. Kitchenettes of at least 40 sq ft will count ½ room in efficiency and one-bedroom units only. Kitchen space of less than 40 sq ft, which is permitted only in efficiency units, gets no room count.

4. For the first time, foyers of at least 20 sq ft will count as at least ¼ room—in all sized units.

5. Terraces of at least 120 sq ft will get ¼ room count, provided the smallest dimension is at least 8′ and the terrace is screened from adjacent units with permanent materials. Only one terrace per unit is eligible for room count.

6. Balconies are downgraded from ½ to ¼ room count. "I'm getting tired of balconies in Alaska," Commissioner Zimmerman told HOUSE & HOME. Builders were adding from $1,250 to $1,500 to their mortgage per unit by designing balconies that FHA officials figure probably cost them no more than $750, and often were a questionable amenity. As before, only one balcony or porch per unit is eligible for room count.

This shakeup in FHA's rental rules is good news, not only for manufacturers whose products go into bathrooms—fixtures, fittings, pipes, tile, luminous ceilings—but also for every supplier of quality products, for lenders who must live with loans for 30 years, and for the renting public which already is showing its distaste for skimpy apartments by leaving early postwar 608 units with mounting vacancies.

The reason it is good news for everybody is that it raises the cost-per-apartment ceiling on FHA apartments, which up to now has been so low that most builders could get as big an FHA mortgage on a minimum apartment as they could get on a much bigger and better apartment with the same room count.

The limit on FHA apartment mortgages is set by law at the lowest of four calculations:

1. 90% of the value (replacement cost for Sec 220).

2. 100% of the certified cost of improvements minus land.

3. How big a mortgage FHA thinks 90% of net income will support.

4. The arbitrary ceiling on how much you can borrow FHA on a given room count.

The fourth of these calculations has up to now been governing because the ceiling was so low. No matter how much more rent a better apartment would command, and no matter how much more money a builder spent to make it more desirable, he could seldom borrow a penny more FHA because a minimum apartment cost right up to the ceiling.*

So, for example, FHA allowed an apartment sponsor $1,500 in a low cost area, or up to $2,125 in a high cost area, for a 50 sq ft kitchenette, and the sponsor got the same allowance whether or not he included a dishwasher, a refrigerator-freezer, an appliance center and all the trimmings. And he got twice as much if he added 10 sq ft to the kitchenette to make it a kitchen, whether or not he put in any more appliances and cabinets. By the same token, the apartment sponsor got the same zero credit for the bath whether it was the cheapest bath FHA would take or the best bath money could buy.

The new FHA regulation, allowing ½ room credit for each bath, raises the total ceiling high enough so that from now on the builders' certified cost should be governing instead of the legal ceiling. So, if the certified cost is raised to include a dishwasher, a freezer, extra cabinets, bigger rooms, better windows or better anything, the sponsor should be able to finance the improvement under the FHA loan.

For two years, HOUSE & HOME has been urging FHA to make such a change in its regulations. Last July, the question came to a head at a luncheon in New York where HOUSE & HOME brought Julian Zimmerman together with the heads of the big plumbing companies.

When the changes start

The new rules apply to new construction under Sec 207, 212, 220, 221 and 803. Until next February, FHA will process projects under either the old or the new room count systems to avoid interfering with projects already in the works. Projects which proceed during the transitional time under the old room count rules remain eligible for the higher mortgage limits announced by FHA in May and June (in Letters 1806 and 1810). After February 1, the new rules become mandatory.

Photos: Walter Bennett



CONNOR



ZIMMERMAN

The new rules do not apply to housing for

* Except in urban redevelopment projects.

HIGH COST LIMITS CUT

As it boosted room counts to encourage better rental apartments, FHA tightened up its extra allowances for apartments built in high-cost areas. The aim is to prevent builders from using higher room-counts-per-unit to build projects Congress might criticize as too luxurious.

In a garden apartment, an FHA mortgage normally must not exceed $2,700 per room. In an elevator apartment, the normal limit is $3,000 per room. So for every room the new rules add to a given project, the mortgage goes up that much.

In cities that qualify as high-cost areas, builders can get up to $1,250 per room on top of these amounts! Thus the new rules might be too liberal, FHA figures. So it trimmed the extra high-cost allowance anywhere from $150 to $350 in many cities. Sample reductions: Baltimore, from $800 to $500 extra per room; Buffalo and Columbus, Ohio, from $1,100 to $800; Cleveland, from $1,100 to $900; Detroit, from $700 to $600; Milwaukee, from $1,250 to $900; Seattle, from $1,250 to $1,100. (*For the complete new list, see p 65.*)

FOR RENTAL HOUSING, FHA NOW WILL ALLOW THESE ROOM COUNTS AND AREAS

ALLOWABLE ROOM COUNT AND MINIMUM ROOM SIZES FOR SEPARATE ROOMS

Name of Space	Room Count	LU with O-BR[1] Min area (sq ft)	LU with 1-BR Min area (sq ft)	LU with 2-BR Min area (sq ft)	LU with 3-BR Min area (sq ft)	LU with 4-BR Min area (sq ft)	Least Dimension
Living Room	1	—	160	160	170	180	11′ 0″
DR or DA[2]	1	—	100	100	110	120	8′ 4″
Kitchen[3]	1	—	60	60	70	80	5′ 4″
Kitchenette[4]	½	40	40	—	—	—	3′ 6″
Bedroom	1	—	120	80	80	80	8′ 0″[5]
Total area, BR's	1	—	120	200	280	400	—
CHR[6]	1	—	80	80	80	80	8′ 0″
Bathroom[7]	½	—	—	—	—	—	—
Half-bathroom[7]	¼	—	—	—	—	—	—
Foyer[8]	¼	20	20	20	20	20	4′ 0″
Balcony or porch[9]	¼	70	70	70	70	70	6′ 0″
Terrace[9, 10]	¼	120	120	120	120	120	8′ 0″

ALLOWABLE ROOM COUNT AND MINIMUM ROOM SIZES FOR COMBINED SPACES

Combined Space[11]	Comb Room Count	LU with O-BR Min area (sq ft)	LU with 1-BR Min area (sq ft)	LU with 2-BR Min area (sq ft)	LU with 3-BR Min area (sq ft)	LU with 4-BR Min area (sq ft)
LR-DA[12]	1½	—	200	200	220	230
LR-DA (DR size)[12, 13]	2	—	240	240	260	270
LR-DA-BR[12, 13, 14]	2	240	—	—	—	—
LR-BR[14]	1	190	—	—	—	—
K-DA[11]	1½	100	110	110	120	140
K-DA (DR size)[11]	2	—	150	150	160	180
K'ette-DA	1	80	80	—	—	—

[2] Room count for dining area may be counted in only one location of a living unit.

[3] O-BR units having a full-size kitchen, a maximum of ½ room count will be given.

[4] Kitchenettes less than 40 sq ft are acceptable in O-BR living units, but receive no room count. Minimum length of kitchen equipment and cabinets to receive ½ room count—7½ lin ft.

[5] Least dimension of first bedroom of a living unit—9′4″ minimum.

[6] Only one other habitable room can qualify for room count credit, and must meet present FHA planning requirements.

[7] Room count credit for additional bathrooms or half-bathrooms is permitted only in living units of 1-BR and larger in size, but not for units having no separate bedroom. A half-bath contains a toilet and basin but not bathing facilities.

[8] A foyer is an entrance space to a living unit, containing at least 20 sq ft area, 4′ in its least dimension, enclosed by at least two floor-to-ceiling partitions in addition to that containing the entrance doorway, and having a coat closet opening directly on the space. An entrance space not complying with these criteria is permitted but gets no room count.

[9] Room count credit is allowed for only one balcony, porch, or terrace for each living unit. A balcony, porch or terrace not meeting the new criteria gets no room count.

[10] For room count credit, a ground level terrace must have a paved area of at least 120 sq ft, adjoin the living unit, and must be visually screened from adjacent living units by permanent materials.

[11] For two adjacent spaces to be considered a combined space, the clear horizontal opening between spaces shall be at least 8 feet wide, except for least dimension of K-DA. For 1½ room count of K-DA—6′0″ minimum; for 2 room count—least dimension of 10′0″ and shall meet natural light and ventilation requirements.

[12] A combined LR-DA shall provide for undisturbed use of both living and dining furniture and shall meet light and ventilation requirements.

[13] For a room count credit of 2, a combined LR-DA or LR-DA-BR shall have a clear dimension of not less than 16′0″, measured parallel to the exterior wall. Otherwise, the credit will be 1½ count.

[14] O-BR unit shall include a) entrance through foyer from public space to living room; b) dressing room having space for chest of drawers and its use, adequate circulation for simple storage with closet including clothes rod and shelf space of 6 linear feet; c) access to bathroom from either dressing room or foyer.

the aged under Sec 231. Such projects involve chiefly pint-sized apartments and many do not even have kitchens. Separate rules continue to govern 231s.

Here is an example worked out by FHAides of what apartment builders could do under the old and new room count systems with a one bedroom unit, with a kitchen, dining alcove and a living room:

Under the old count, this would add up to 3½ rooms (the dining alcove counting as half a room). In a normal cost area, the maximum mortgage would be $9,400 per unit; in a high cost area, it could go up to $13,775.

Under the new room count, the bathroom would raise the score to 4 rooms. This would yield a maximum mortgage of $12,000 in normal cost areas and up to $17,000 in high cost areas.

By adding another bathroom to the same unit, the new room count would be 4½ rooms. This would produce a maximum mortgage of $13,500 in a normal cost area and up to $19,125 in a high cost zone.

Before it would allow such plans to go to construction, FHA would first have to satisfy itself that the market would support the necessarily higher rentals. And FHA would have to be satisfied that the builder was actually spending more money in support of the higher valuation.

FHA underwriters forecast that the benefits of the new room count will be strongest at the "breaking points"—for example, where a developer comes out with a room count of 3½ or even 3.9 rooms. Up to now, the average room count for 207 rental projects is just over 4; for 213 co-ops, it is just over 5.

• • •

FHA has tinkered with its regulations to boost construction of Sec 207 rental projects in center city locations.

The agency has decided not to disqualify otherwise good sites because they do not seem suitable for families with children. So developers can plan 207s with a much higher ratio of efficiencies than the 20% FHA has allowed up to now.

Court gives lawyers closing monopoly

New Jersey realtors and mortgage men are sizzling over a decision of the state Supreme Court that gives lawyers a monopoly on drawing up papers for real estate title transfers.

Such work is the practice of law, the high court held. So no mortgage company, title company, realtor, insurance company, or anybody else but a lawyer may do it.

The ruling also covers contracts, including mortgages, leases, deeds, and affidavits. It even forbids attorneys on mortgage company payrolls from drawing up such papers.

In New Jersey, as in the other 49 states, realty and mortgage men have long handled such items.

Biggest loser by the decision will be the public, which now can expect to pay bigger fees to buy and sell property.

NAREB lawyers say there are three possible cures. Surest is a New Jersey constitutional amendment, because the state constitution adopted in 1947 gives the Supreme Court the exclusive right to determine what constitutes the practice of law. Another possibility would be an appeal to the US Supreme Court that the state decision deprives realtors of their livelihood without due process of law. The third is a friendly suit in state appellate courts asking that realty men be given the right to execute simple conveyancing instruments because they are tested and examined by the state on their ability to do so before they are licensed.

For several years, the Bar Assn has tried to persuade the state legislature to adopt a law restricting real estate conveyancing to lawyers. The legislature has refused to create such a monopoly. Now, the Supreme Court has provided an interpretation which requires what the lawyers could not get the legislature to legislate.

• • •

In Montgomery County, Md., the Bar Assn is suing to have the preparation of realty conveyancing documents adjudged as the practice of law—and so forbidden to six title companies. At stake, say the defendants, is at least $1 million a year in fees in the Washington, D.C. suburban county alone. And the fees might rise if the lawyers win their case, title men contend.

GAO scores Pentagon for waste in military housing

Capehart military housing has just been given a double-barrelled blast by the General Accounting Office, the federal government's spending watchdog.

In a brace of reports, GAO has accused both FHA and the Dept of Defense of mismanaging the program at excessive cost to the taxpayers and peril of the government's housing investments.

GAO says FHA has in effect surrendered its supervisory authority over Capehart housing to the Pentagon. "For matters relating to design and construction standards, FHA, instead of prescribing standards and conditions . . . has taken the position that it will act in an advisory capacity only." This, says GAO is against the intent of Congress, and is at least one reason why projects are so slow to build that interest charges mount sky-high. GAO also blames FHA's "hands-off" policy for excessive payments made to contractors whose claims for wage adjustment costs were not reviewed.

The Pentagon has spent more than $147 million unnecessarily on housing at only 15 installations, GAO charges. In a 129-page report to Congress (vs only 80 pages on FHA), GAO says that the armed forces built or planned 5,900 houses more than they needed, resulting in mortgage defaults on some 300 units. In addition, says GAO, the intent of congressional cost limits ($16,500) on the housing was evaded by adding luxury features (eg, tile baths, parquet floors) to units in low-cost areas.

NEWS cont'd on p 46

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Here in Princess Jeanne Park, Albuquerque, as in all Dale Bellamah residential developments, Insulite Sheathing is used extensively. With over 1,500 homes completed per year since 1953, Builder Bellamah is ranked "sixth largest builder in the world." Bellamah homes range from $8,500 to $23,000.

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"We've used Insulite Sheathing extensively in over 9,500 homes built since 1953. We've always enjoyed excellent results with Insulite products—both Sheathing and Roof Deck. Never a problem, never a single callback on an Insulite product."

Insulite Sheathing helps sell homes:

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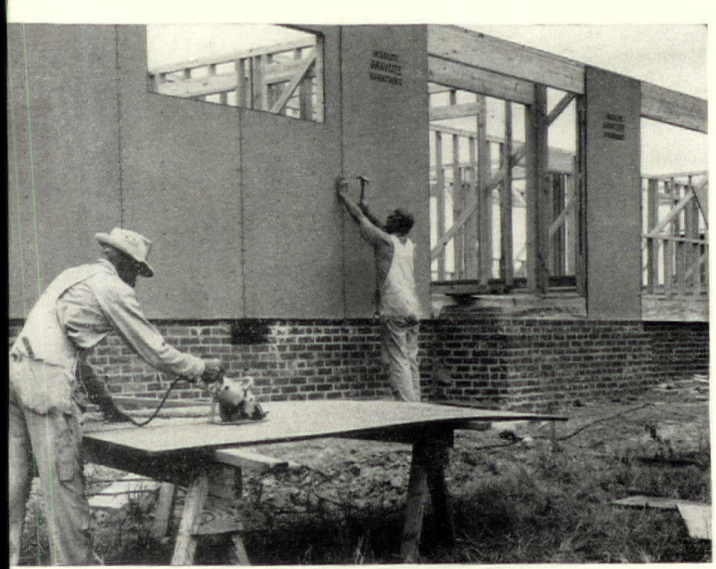
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STOCK MARKET:

Housing stocks fall with market; rush of issues continues

Prices of housing stocks have dropped 6.63% since mid-June.

This decline exceeds that of stock prices generally. Dow-Jones' industrial average slipped only 5.7% from June 10 to Aug. 10 ($654.88 to $617.52). The National Quotation Bureau's average of 35 industrial over-the-counter stock sank 2.87% (from $106.34 to $103.29). But HOUSE & HOME's average of 46 actively traded stocks of companies solely or primarily involved in housing dropped from 11.16 on June 10 to 10.42 on Aug 10. Almost all of the decline came from June to July, when the average hit 10.43.

The worst showing of the past two months was by land development stocks—down an average 11.7%. Financial stocks were off 4.7%—probably reflecting the economy's general caution over growth stocks despite the continuing good gains in S&L deposits. Kidder, Peabody's S&L index fell 4½% in July, but remained 34% above its level at the end of 1959. Of 43 companies whose stock was issued far enough back to yield a June 10 quotation, only ten commanded higher stock prices Aug 10. Of these, only six (Garden Land, Financial Federation, Union Financial, Kratter, Realty Equities and Admiral Homes) showed a steady rise. Prices of the other four crested in July and slipped.

HOUSE & HOME averages, combining closing prices for listed stocks with bid prices for stocks sold over the counter:

	Jun 10	*Jul 15*	*Aug 10*
Building	6.00	5.72	5.18
Land	8.73	8.06	7.71
Financial	20.76	19.23	19.77
Realty	9.04	8.75	9.04
Prefab	11.25	10.40	10.42
AVERAGES	11.16	10.43	10.42

Housing's rush to the stock market shows no signs of slackening, despite weakening prices. Among latest offerings, these are notable:

• Can a development on the edge of a city shift the balance of retail trade away from downtown? Hugh Codding, the ebullient California developer (NEWS, Jan '58), who has already built a 3,000 house subdivision, a fancy motel and a hugely successful shopping center there, has turned to public financing for his biggest effort yet in medium-sized Santa Rosa (pop. 30,693). To California residents only, he is offering 30,820 shares of Santa Rosa Enterprises (at $12/share). The $370,000 will help complete a 121-acre residential - commercial - industrial - professional complex—including purchase of 34 acres from Codding, president, and Lee Evans, board chairman (for $105,000). The parcel is earmarked for an airstrip, golf course, motel and two service stations.

The company was formed in a June merger of Mayette Village, Inc and Santa Rosa Industrial Park, Inc which had the site under development. The new firm also has proposed to redevelop a downtown area in Santa Rosa, but is stymied by an official freeze on building permits pending decision on whether the city will redevelop the site with Federal subsidies.

• National Capital Corp of Miami Beach is seeking capital in part to help finance a new subsidiary, Washington Investment Corp, which has applied for approval as an FHA mortgagee. An initial loan of $100,000 by the parent firm will come from the proceeds of a proposed offering of 240,000 shares of class A common stock at $5 each. President and Chairman is Miami attorney Martin D. Von Zamft, who also heads the Bank of Miami Beach and Marathon State Bank, the latter another subsidiary of National.

• Another effort to sell interests in FHA mortgages to individuals is proposed by Insured Mortgages of America Inc, newly approved as an FHA mortgagee, which now offers $1 million in 5½% collateral trust bonds. Sales will be through securities dealers or officers and directors of the Company, with a 1% maximum commission. President is E. W. Lutz, Seattle mortgage banker since 1945 and holder of 40% of common stock.

• Inability of S&Ls and banks to finance contract sales (because title remains with the seller) has prompted formation of Rio Grande Mortgage & Investment Co of Albuquerque. The company hopes to raise some $104,545 through issue of 2% preferred stock at $1 per share less a 20% sales commission. Part of proceeds will go to real estate contracts, the rest to chattel mortgages and conditional sale contracts for appliance dealers. President is Alvin W. Williams, manager of Rio Grande Mortgage & Investment Co and president of Homaker, Inc, who holds 850 of the company's 1,000 shares of voting common stock.

• Newest small business investment company planning to engage primarily in financing land development is Florida Capital Corp, headed by Washington Lawyer-Financier Alfons Landa as chairman. The company proposes an offering of 950,000 shares of common stock at $1 par value.

• Development of a planned community of 2,800 acres called Oak Park in Ventura County, Calif. is the chief purpose of Metropolitan Development Corp, Los Angeles, which proposes offering 1 million shares of stock. Heading the firm are Louis H. and Mark Boyar, chairman and president; and Ben Weingart, treasurer. The three have together built some 30,000 homes in the area since 1947, including the celebrated if controversial Lakewood, in Los Angeles. Besides Oak Park, which they expect to start in January, the company plans to develop scattered commercial and residential site.

• Financing to deal in trade-in equities of homebuilders is sought by Home Builders Acceptance Corp of Colorado Springs through a $1 million offering of common stock at $1/share. The company will also invest in mortgages and act as loan correspondent for institutional investors. President is Builder and Realty Man Richard D. Prigmore, former city planning commissioner of Colorado Springs and past NAHB director.

HOUSING'S STOCK PRICES

Company	Offering Price	June 10, 1960 Bid	June 10, 1960 Asked	July 15, 1960 Bid	July 15, 1960 Asked	Aug 10, 1960 Bid	Aug 10, 1960 Asked
BUILDING							
Eichler Homes	e	6¾	7	6⅛	6½	5¾	6¼
First Natl Rlty & Const	10	[b]	[b]	9⅝	10	9⅜	9⅞
General Bldrs	e	5⅜[c]		4¾[c]		4⅜	4½
Kavanagh-Smith	5	6⅞	7	7¼	7⅝	6⅝	7⅛
Levitt	10	4⅝	5	5½	5⅞	5	5⅜
US Home & Dev.	e	3⅜	3⅞	3	3½	2	3
Wenwood	e	2¼	2¾	2⅞	3¼	2½	2⅞
Wise Homes	e	12¾	13	10¾	11⅛[a]	10	11½
LAND DEVELOPMENT							
All-State Prop.	e	4⅞[c]		4¾[c]		4½[c]	
Arvida	e	10	10⅜	8¼	8⅝	9¼	9⅝
Cons Dev (Fla)	5	5	5⅜	5⅜	5⅞	5½	6
Forest City Ent.	10	13¼	13¾	12⅛	12½	11¾	12⅛
Garden Land	6¼	5¾	6⅛	6¼	6¾	6⅜	6⅞
Gen Dev.	e	14⅛[c]		14¼[c]		12¾[c]	
Grt Southwest	18	17¾	18[a]	13	14	12¾	13½
Laguna Niguel	e	10½	11¾	12	12½	10⅞	11⅜
Lefcourt	e	4¼[c]		4[c]		3⅝[c]	
Major Rlty	e	3¼	3⅜	2⅝	3	2	2½
Pac Cst Prop	10	10	10¼	8¾	9¼	8	8½
United Imp & Inv	e	6[c]		5⅜[c]		5⅛[c]	
FINANCE							
Calif Fin	e	22¾	23½	20¼	21	18½	19¼
Emp Fin	e	10⅜	10⅞	10½	11	10	10½
Fin Fed	e	48¼	49¼	47½	48½	50½	51½
First Chrtr Fin	e	27¼[d]		24¾[d]		25⅝[d]	
First Fin West	e	10½	11	10¼	10¾	9⅝	10⅛
Gibraltar Fin	e	22	22¾	22¼	22¾	21½	22
Grt Wstrn Fin	e	63½[d]		60⅜[d]		33[d*]	
Hawthorne Fin	e	9¾	10¼	9¼	9¾	8¾	9¼
Lytton Fin	e	18	18¾	13	13½	14	14½
Mdwstrn Fin	8¾	8½	9	7½	8	7¼	7⅝
Palomar Mtg	e	8¾	9¼	7⅞	8¼	7¼	7¾
San Diego Imp	e	9¾[d]		8⅛[d]		7¾[d]	
Trans World Fin	8⅝	9	9½	8¾	9¼	8½	9
Union Fin	15	15½	15¾	15⅜	15⅞	18½	19
United Fin of Cal	10	[b]	[b]	17¼	17¾	18½	19
Wesco Fin	e	27½	28	22¾	23¼	22¾	23¼
REALTY INVESTMENT							
Gt Amer Rlty	e	1⅝	2	1⅛	1½	⅞	1⅜
Kratter A	e	20⅞[c]		20¼[c]		21[c]	
Rlty Equities	5¼	4⅝	5¼	4⅞	5¼	5¼	5¾
Wallace Prop	6	[b]	[b]	8	9	6	7½
PREFABRICATION							
Admiral Homes	e	2½	3	2⅜	2⅞	2⅜	2⅞
Crawford	13	[b]	[b]	11⅜	12¼	11	11½
Harnischfeger	e	27¼[c]		26[c]		26	26½
Inland Homes	e	8½	9	9[c]		8¼	8½
National Homes A	e	12½	13	10½	11	11	11½
National Homes B	e	12¼	12¾	10¼	10¾	10⅞	11⅜
Scholz Homes	e	4½	5	4¼	4¾	4	4½

[a] not traded that day; nearest day prices
[b] stock not yet marketed
[c] closing price (American)
[d] closing price (New York)
[e] stock issued before Jan. 1, 1960
* reflects two-for-one split Aug 1

Sources: New York Hanseatic Corp; National Quotation Bureau; American Stock Exchange; New York Stock Exchange

LOCAL MARKETS:

Where rental vacancies run 17%

Wichita: The local—but general—business depression has hit housing hard.

Apartment vacancies have jumped to 17% (4,112 units out of 24,058). There are 551 unsold new homes—more than the expected total 1960 output of new homes for the area.

Builders have trimmed production drastically and are liquidating inventories. In 1954, Wichita hit a high mark of 6,000 starts. Last year, the area saw only 2,000 starts. In the first six months of this year, builders cut back to an estimated 381, according to the semi-annual survey by the Wichita NAHB chapter. For the whole year, analysts predict only 695 new homes. New homes are selling, but very slowly—mostly custom jobs to order. Many owners are losing their equities on resales.

These woes reflect a drop of 20,000 in nonfarm employment in the Wichita metropolitan area—from a 1957 peak of 137,500. The big item is Boeing Airplane Co, which has cut back its force one-third (to 20,000) as airframes give way to missiles and rockets. Retail sales were off 8% from year-earlier levels during the first five months of 1960.

Other changes wrought by Wichita's shrinking housing market:

- The number of builders considered active in the business had plunged from over 400 in boom-time 1954 to only 109.
- Conventional financing now accounts for more than half of Wichita's starts. So do homes priced above $20,000.
- Only seven Wichita builders are now building above the rate of 20-homes-a-year.

Hope for an upturn in the pace of housing seems to hinge on how fast builders (and others) liquidate inventories of unsold units. Builders hold 319 of the 551 unsold new homes, according to the NAHB survey, but this represents a big improvement. In January, builders had 436 unsold new homes. Vacancies in existing homes have soared from 1,954 to 3,057 units in the last six months. But builders hold only 124 of these (4.5%) as trade-ins.

Many of the vacant existing units lie in postal zone 14, an area close to the center of town which is changing to Negro occupancy. This has not only depressed house prices in the neighborhood but also cut stability, say local analysts. Reason: some Negro families move in and out again quickly; others find their incomes won't support mortgage payments.

Midwest: Housing starts will continue to decline in Illinois, Ohio, Wisconsin, Michigan and Indiana, predicts Irving Rose, president of Detroit's Advance Mortgage Corp. The company's quarterly survey disclosed that starts were down sharply in eight of ten metropolitan areas in those states for the third quarter in a row, and in most of the cities, used home sales were falling off more rapidly than new house sales. Chief trouble, says Rose, is lack of buyers, not lack of financing, so the expected drop of interest rates this fall won't change the picture much. In Cleveland, for example, FHA and VA applications are off 25% from a year ago and single house starts are down 17%.

Baltimore: Undaunted by the slump in house sales, Builder Harvey Kayne has disclosed plans for a 5,000-home community to be known as Maryland City, halfway between Baltimore and Washington. A big reason for Kayne's optimism: his lowest priced house will be $9,900 including basement, well under the market in the area (eg Bill Levitt's lowest price at his new Belair development is $14,990, without basement).

How can Kayne do it? Partly through ground rents, legal in Maryland, by which the customer buys only the house, rents the land for $10 a month. This knocks $2,000 off the purchase price of the house and cuts monthly payments too. After five years, the owner has the option of buying the land. Highest priced house in the development will be $18,000.

San Diego: The boom is dwindling. A 32% increase in starts last year (to 30,086) boosted San Diego from sixth to fourth among US housing markets, right behind Chicago. But met area starts for the first quarter of this year fell 11% below the last quarter of 1959, 16% below a year earlier, and 31% under the all-time high in the second quarter of 1959. Says the San Diego Planning Department: "The building tide has turned. The area as a whole is now in the down phase of the long cycle that began in the mid-'50s and continued generally up until mid-'59."

Inside the City of San Diego, says the Planning Department, completed units are running far ahead of population growth. Between Jan 1 and March 31, 2,483 dwellings were added to the city's housing supply. The planners figure the city needed a population growth of 7,075 to fill these units (at three persons per household). But the actual population growth in the first quarter is estimated at only 1,340—81% short. Says the planning department:

"All signs point to an increasing surplus of housing in San Diego. This trend has been slowly developing during the past two years and became clearly evident during the first quarter of 1960."

Building in El Cajon, La Mesa, and Escondido showed substantial gains in the first quarter of this year. Home building in the sprawling unincorporated areas of San Diego County (which local planners consider nonmetropolitan) soared to 51% over a year ago.

Lubbock: Starts fell 37% during the first six months of 1960 (839 units vs 1,343 in the same period last year). The dropoff began in the second quarter; in June, only 85 units were started compared with 237 in June, 1959.

Brick, three-bedroom models with a den or family room, two baths and attached one- or two-car garage in the $16,000 to $18,000 class remain the leaders here. Builders say the market is temporarily saturated.

NEWS continued on p 49

LA Times



LANDSLIDE RIPS FISSURES IN LOTS, RUINS EXPENSIVE LOS ANGELES HOMES

New LA zoning law boosts minimum lot sizes

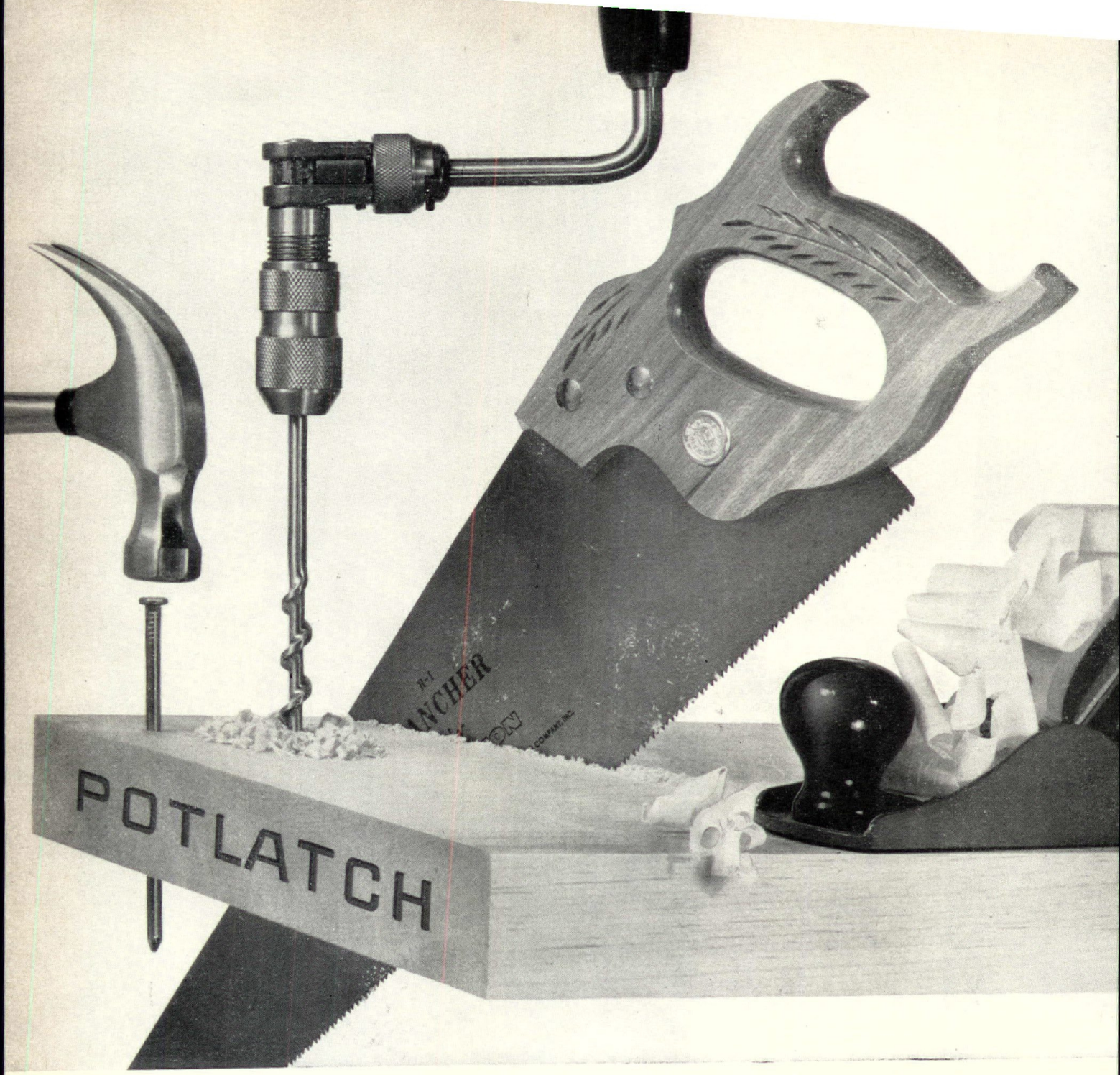
Los Angeles builders appear to be losers—at least partly—in their fight against bigger minimum lot sizes in the city's Santa Monica hill country.

The city council has approved an emergency ordinance for most of the 57 sq mi hill area that requires 15,000 sq ft average lot size in subdivisions, with minimums of 9,000 sq ft if the city plan commission approves each case. The affected area was formerly zoned for 5,000 sq ft minimums. Builders wanted 12,000 sq ft averages, 7,500 sq ft minimums. They vow to keep fighting for a revision in the permanent ordinance slated for submission by year's end.

Brightening the picture is release by the ordinance of some 110 subdivision plots in the affected area which have been held up for approval pending its adoption. City officials estimate builders can now go ahead with some 3,000 homes averaging $35,000 each. The hill area is only some 12% of the city's total area, but it contains almost all of Los Angeles' vacant, subdividable land. And, says City Planning Director John Roberts: "There is hardly a parcel left which is not under development or committed to development soon."

Main reason for the ordinance, says Roberts, is traffic planning: hilly terrain permits fewer streets, so requires lower density to prevent traffic jams. Secondary consideration is danger of slides, a perennial hazard mainly safeguarded against by the city's stringent hillside building code. But, says Roberts, "lower density will reduce the hazard of slides, too."

Just after passage of the ordinance, Los Angelenos were given a good example of the landslip hazard as newspapers carried photos of three homes on the Palos Verdes peninsula slowly slipping into a ravine. Only 10 months old, the $30-$50,000 structures became uninhabitable in just two weeks as the lots they stood on broke up into deep fissures. Cause of the slide is still uncertain.



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HOUSING POLICY:

Easy credit has led housing into today's bog, says MBA

The Mortgage Bankers' Assn has come right out and said flatly what many an expert was beginning to murmur:

"Henceforward easier credit cannot be looked to as the means for expanding the housing market. Future expansion must be gained [by] a direct attack on building costs. Emphasis must shift from finance to design, invention, building products and construction methods. The importance of cost reduction has been long recognized, but the drive for it has been weakened by the supposed effectiveness of easy money in achieving the same objective."

MBA's blast is in its latest quarterly economic review. It says the evidence now appears conclusive that the postwar era's infusions of easy credit to stimulate housing have not merely failed to expand the market but have driven the cost of new homes up needlessly and so may have actually accomplished a shrinkage of the market. Excerpts:

"The course we have pursued runs like this: as costs have risen following the easing of credit terms, credit terms have been further eased and infusions of government credit, usually at bargain interest rates, have been used to compensate for increased cost; and, as a consequence, costs have received an additional boost.

More of the same poison

"In the present Congress, proposals have been offered to give the wheel another turn. One would provide $1 billion of Treasury funds to buy FHA and VA mortgages up to $13,500. Others would eliminate downpayments altogether for FHA-insured mortgages up to $13,500 in amount (a figure close to three times the average mortgage amount in 1947) and extend the maximum amortization period from 30 to 35 years. Still others would create special facilities for using government-backed or tax-exempt credit for financing houses for 'middle-income' families and elderly families.

"While none of these proposals is likely to pass, the very fact that they were introduced indicates that we still have to learn that the push of costs cannot be halted or even balanced by an easing of terms, but that, to the contrary, an easing of terms adds to the push. We ought also to be learning that, carried far enough, this process stifles growth, and that perhaps such a stifling may already be taking place. The slowness of this year's recovery in the rate of house building offers disturbing testimony in this respect.

"The extension of loan-to-value ratios and maturities has been pushed to the practical limit. Interest rates will not be materially reduced so long as the demand for funds remains high. Any efforts to combat their level by putting government agencies into the market to supply funds for mortgages can only aggravate the difficulty. The old game has been played out, and the old road has come to its end in a bog."

How easy credit boosts costs

"The past decade has greatly increased the demand for housing by increasing the ease of borrowing. There have been other consequences.

"One is the rise in interest rates. Rising demand for funds from all sectors of the economy, among which home finance has been the most vigorous and persistent contender, has completely reversed the positions of borrower and lender that prevailed from the early '20's through the early '40's. This earlier period was characterized by failing interest rates.

"With the restored vitality of the economy after World War 2, the situation changed. Throughout the period, with minor relapses in 1954 and 1958, the trend in interest rates has been up as investment demand has rather consistently run ahead of savings supply. Borrowers could no longer be assured that the money they needed would be available at terms pretty much of their choosing. 'Tight money' became the recurring theme song of the last decade. Without doubt, the trends toward lower downpayments and longer maturities for home mortgages, by expanding demand without having any influence on supply, contributed to this situation in a large way.

"A second consequence of the effort to make home borrowing easier in face of vigorous demand has been a sharp increase in the cost of building. Land costs have doubled or trebled. Residential construction costs appear to have risen about 96% postwar. By comparison, wholesale prices have risen 74%, and consumer prices 62%. Prices generally have remained stable over the last several years. But house building has continued to be increasingly expensive. The rise in building cost last year was about 3%. Wholesale prices showed a slight downdrift. Consumers' prices rose less than 1%.

"The increased cost is reflected in the average prices of new properties. Single-family FHA houses rose 87%—from $7,817 in 1947 to $14,650 in 1959. VA houses rose 108%—from $7,000 to $14,590. Part of the increase is attributable to bigger and better houses. But the strictly inflationary component shows up in the fact that the prices of existing houses financed through FHA and VA and of conventionally financed houses as a whole have risen at the same or slightly higher rates.

"In short, it appears that effort to make borrowing easier has ended in making houses more costly both absolutely and in comparison with other things that families buy. This conclusion is borne out by the fact that the only years when the rise in building costs abated were the years in which the effects of credit restraint were greatest, 1949, 1954 and 1957."

NEWS continued on p 54

Where GOP, Democrats stand on housing

As it does on other domestic economic issues, the cleavage between Democratic and Republican views shows up sharply in the party platforms on housing policies. But remember this: whoever wins the Presidential election, Democrats are sure to keep control of the Senate, may keep control of the House. If so, the housing laws will still be guided by Sen John Sparkman and his onetime college roommate, Rep Albert Rains. The positions:

Construction goals: *Democrats* call for more than 2 million new homes a year, with "most of the increased construction priced to meet the housing needs of middle- and low-income families who now live in substandard housing and are priced out of the market for decent homes."

Republicans promise no set number of new homes, but urge steps to "supplement and not supplant private initiative" in providing decent homes for every American family.

How much subsidy: *Democrats* promise to aid the home building industry with "special mortgage assistance, with low interest rates, long-term mortgage periods and reduced down payments. Where necessary, direct government loans should be provided."

Republicans promise "adequate authority for the federal housing agencies to assist the flow of mortgage credit into private housing, with emphasis on homes for middle- and lower-income families and including assistance in urban residential areas."

Public housing: Only the *Democrats* mention it. They call for "as many units as local communities require."

Urban renewal: *Democrats* propose a ten-year program to restore cities and provide for balanced suburban development. Provisions include: "1) elimination of slums and blight and restoration of cities and depressed areas within a decade; 2) federal aid for metropolitan area planning and community facility programs; 3) federal aid for comprehensive metropolitan transportation programs; 4) federal aid in combatting air and water pollution; 5) expansion of park systems."

Republicans pledge "continued effort to clear slums, and promote rebuilding, rehabilitation, and conservation of our cities." Other GOP proposals call for more aid in urban planning and coordination of mass transportation and other facilities in metropolitan areas.

Democrats back demand to make housing—and other urban affairs—a cabinet post to "give the city dweller a voice" in government. The department would coordinate all programs concerned with urban and metropolitan problems.

Republicans promise "new programs to stimulate development of specialized types of housing, such as those for the elderly and for nursing homes." The GOP platform also calls for research into ways of reducing housing costs, including improved building codes. *Democrats* are silent on this.

On-site picketing: Both platforms favor easing of restrictions to permit building trades to picket construction sites.

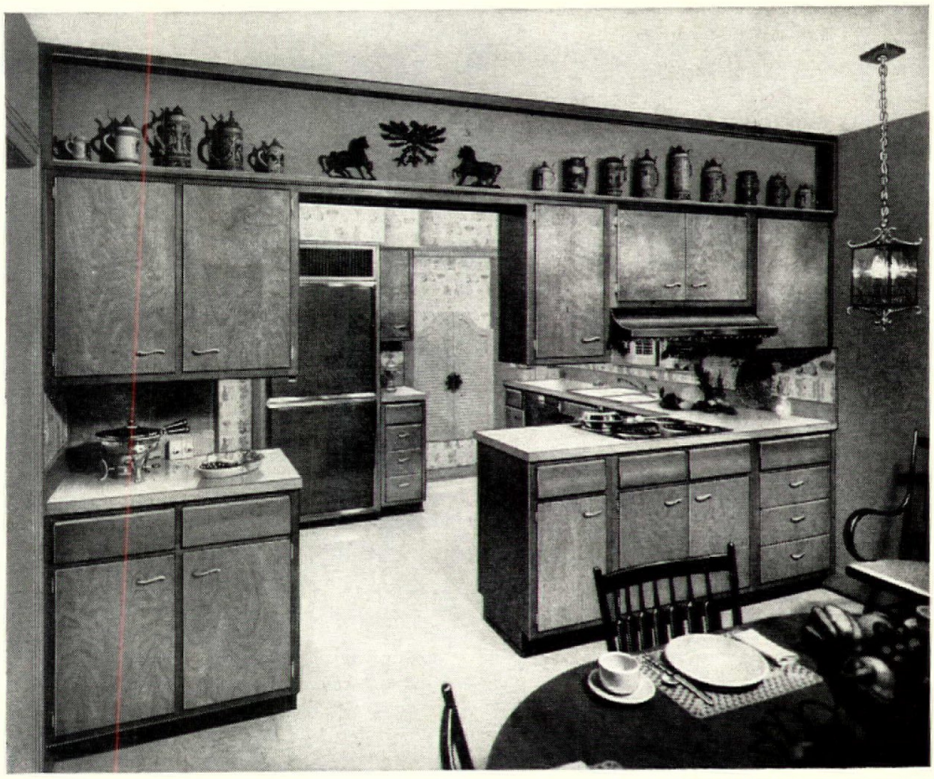
Right to work laws: *Democrats* promise to seek a federal ban on state right-to-work laws. *Republicans* favor retaining Taft-Hartley authorization of state right-to-work laws.

Davis-Bacon Act: *Democrats* promise to "strengthen and modernize" this law providing federally-imposed wage scales on government contracts (including housing) but don't say how. *Republicans* pledge "improvements" of eight-hour laws on overtime in federal construction.

Tight money: *Democrats* explicitly denounce the Administration's "tight money policy"—the raising of interest rates to discourage borrowing in times of threatened inflation. *Republicans* reject the concept of "artificial growth forced by massive new federal spending and loose money policies."

Racial bias: Both parties pledge to end discrimination in federally-subsidized housing. *Democrats* go a bit further by promising to end discrimination in federally-assisted (ie VA and FHA) housing. *Republicans* struck from their platform a broader version applying to all housing with federally-guaranteed loans.

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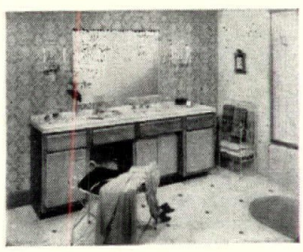
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MORTGAGE MONEY:

Fall outlook: smaller and smaller discounts and more savings to lend

Mortgage money continues to get easier and cheaper. FHA and VA discounts shrink a little more. Conventional loan rates follow suit. The gradual improvement of the market now is gaining momentum from these developments:

1. Mutual savings banks, whose deposit growth has looked sick much of the year, are now experiencing a reversal of this trend and so are preparing to buy more mortgages.

2. The Federal Reserve Board has moved to loosen credit, drive down interest rates by 1) reducing the reserve requirements for banks, thereby giving banks up to $3.6 billion more to lend and 2) slashing the discount rate (the rate at which the Fed makes loans to commercial banks) from 3½% to 3%, lowest since Mar '59.

House Home exclusive

Coupled with FNMA's recent price boost in its secondary market purchases, more investor interest in mortgages because bond yields are slipping, these developments point to cheaper home financing in the months ahead, mortgage men say. Lenders are resisting the push toward higher prices (ie smaller discounts), but if the near-record spread between bond and mortgage yields continues, says Vice President Robert Morgan of the Boston Five Cents Savings Bank, "prices should get still better during the fall." Says Morgan: "The signals are up." But the big question in today's market remains unanswered: will easier and cheaper money lift homebuilding out of its slump?

Savings banks' comeback could be one of the best pieces of news for builders this year.

Mutual savings banks are the No. 1 buyers of FHA and VA mortgages *combined*. Last year they purchased a net total of $1.1 billion of the national total of $4.2 billion in government-backed paper. Of the $59 billion of both FHAs and VAs outstanding, MSBs hold $15 billion, almost 25%. But after the big deposit losses last fall brought on by the US Treasury's Magic 5 bond issue, the mutual banks had to choke back their forward commitments. Still worse, the deposit growth stalled. In the first seven months of this year, deposits in mutual banks rose over $500 million vs $750 million for the comparable period last year. Now, the picture is changing again. Some experts predict mutuals will gain between $700 and $800 million deposits in the last five months, against last year's $500 million. Explains Economist Saul Klaman of the Natl Assn of Mutual Savings Banks: "The turnaround is happening now. The outlook for savings growth in the second half is good enough that we may wind up the year with the same or a little more growth than in 1959. And next year should be better."

More than half the cities in House & Home's 17-city survey reported some improvement in mortgage prices.

FHA minimum down immediates moved up in Los Angeles from 96 to 96½, in New York from 96 to 97, in Chicago from 96-97½ to 97-98, in Houston from 96-97 to 96½-97, in Cleveland from 96-97 to 96½-97½, in Jacksonville from 95½-96 to 96-96½, in Honolulu from 95 to 96. Boston savings banks were buying out-of-state purchases at 96-96½, up from 95-96.

VA no-down immediates also crept up, in Jacksonville from 91½-92 to 92-92½, in Los Angeles from 92 to 92½, in Houston from 92-93 to 92½-93, in New York from 93 to 93-94. Boston MSBs moved to 92-92½ from July's 91-92.

Conventional loan rates in Boston slipped from 5½-6% to a flat 5½%. In Chicago, S&Ls quote 5½-6¼% instead of the previous 6-6¼%. In San Francisco, S&Ls dropped from 6½-7½% to 6½-7.2%.

Will S&Ls cut dividend rates and thus ease the pressure to keep their loan rates high?

So far the trend is still the other way. New York City S&Ls have been edging up from 3½% to 3¾% and 4%. In Chicago, the big Talman S&L recently boosted its dividends from 4% to 4¼%. California S&Ls have maintained their 4½% (some S&Ls in California, Arizona and Texas, driving to lure in more out of state deposits, are even staging a 4¾% dividend blitzkrieg).

S&L reluctance to cut dividends has aroused criticism even among S&L men. Says Morris Natelson, partner in Lehman Bros and a director of Great Western Financial Corp, a holding company controlling 7 S&Ls in California: "Chances are the 4½% won't be reduced until somebody gets hurt—and somebody will get hurt soon." Appends Robert Chaut, analyst for Kidder & Peabody: S&Ls can reduce their dividends [and loan rates] and still boost their earnings.

MORTGAGE BRIEFS

FHA OKs service fee boost

Hoping to stimulate construction of houses for low-income families, FHA has authorized lenders to levy an additional ½% service charge on all Sec 203 mortages up to $9,000. The previous ceiling was $8,000.

The move was prompted by the fact that lenders shun small mortgages in favor of large ones. Lenders say it costs twice as much to service two $8,000 loans as one $16,000 loan, so small loans are a poorer investment. As a result, most builders (chief exceptions: prefabbers, some builders in the South) have bypassed bargain-basement housing because financing was hard to get.

Explains FHA Commissioner Julian H. Zimmerman: "After exhaustive studies and discussions with all segments of the residential construction industry, we have now determined that in order to get more low-cost homes financed, built, and on the market, it is necessary to permit the additional service charge."

Actually, Zimmerman held out against the boost in the ceiling longer than expected. When the 1959 Housing Act raised the maximum allowable 203i mortgage to $9,000 with the service charge to be adjusted at the commissioner's discretion, the industry expected FHA to follow suit on the service charge. But Zimmerman stood pat, hoping that lenders would go along with the $8,000 ceiling. Finally, convinced that they would not, he authorized the change. Says he: "If I can't make over the system, I'll have to put up with it."

Several prefab manufacturers are readying new models to take advantage of the change. Among them: Inland Homes is bringing out a new "Economy Vanguard" designed to sell under 203i at a maximum of $9,300 including a $2,000 lot (884 sq ft, 3 b/r, 1 bath). The package will go to dealers for $2,055. General Homes is about to offer a new model to sell for about $9,300 on a $1,500 lot. Leading feature: quick erection—from prepared slab to FHA final in one eight-hour day, says President William B. F. Hall.

Knox Homes Corp will offer a new $9,300 model (3 b/r, 1½ bath, masonry facing) throughout Florida, hopes to cut into the booming shell house business.

Loan delinquencies on rise

Increasing delinquencies—moving contrary to the usual seasonal trend—are stirring concern among some mortgage men. A notable trouble spot: Florida, with its highest delinquency ratio in eight years.

Official statistics indicate more trouble but not an alarming situation yet. In the second quarter of this year, delinquencies represented 2.23% of outstanding mortage loans, compared to a rate of 2.21% in the first quarter and 1.98% in the second quarter of 1959. The latest increase is attributable entirely to 30-day delinquencies. The category of loans with two or more installments past due showed improvement. As usual, delinquencies are highest among VA loans, followed by FHA and then conventional.

S&L land loans

Federal savings & loan associations are beginning to step up their loans to developers of land. Since the 1959 Housing Act gave them

continued on p 52

power to do so, 51 S&Ls have made 117 land loans totaling $9.5 million. More telling are statistics showing that, despite stringent restrictions imposed on the loans by the HLBB, the program has been picking up momentum. Items:

S&Ls in the Midwest and Far West have been most active. They compete with state-chartered S&Ls in California, Kansas, and Illinois which also can make land loans.

- In the first three months of this year, S&Ls made 78 loans totalling $6.68 million, compared to 37 loans totalling $2.86 million in the last two months of 1959.
- The average loan this year has been $85,700, compared to $77,500 last year.
- By the end of March, 51 S&Ls, with total assets of $3.7 billion (representing 11% of the assets of all federally chartered associations), were making land loans.

S&L loses tax case

Are savings & loan associations jeopardizing their tax-free status if their officers use S&L cash to buy land and build houses?

Yes, says the US Tax Court. In a ruling just handed down, the court ordered the Perpetual Building & Loan Assn, Columbia, S.C. to file corporation and excess profits tax returns back to 1944 because it has been engaging in real estate and building ventures beyond the normal scope of S&L business.

Crux of the ruling: for an S&L to qualify for US income tax exemption under Sec 104 (4) of the 1939 Revenue Code, "substantially all of its business must be confined to making loans to members."

The court found that the S&L, state-chartered in 1914, was controlled by three brothers named Cooper (Charles, president; Frank, vice president, and James, treasurer). The Coopers also owned several real estate, development and construction companies. The S&L bought land from the Coopers and their companies, financed and participated in their other personal and corporate activities including building, selling and renting houses, a shopping center, and construction of a freight terminal for a family-owned trucking company. The S&L also gave the Coopers preferential treatment not accorded other shareholders through items like special share accounts paying higher dividends. Upshot, ruled the court: The S&L was largely acting as "an alter ego to Charles Cooper and his family group." Observed Judge Morton P. Fisher.

"Whatever may be said as to the propriety from the perspective of a building and loan association, the business of building and construction, and of the purchase, subdivision and sale of real estate is not a business of making loans to members . . .

"If a corporation does not substantially meet the generally recognized criteria of a bona fide building and loan association, it is not such a tax exempt association as is contemplated by the statute, regardless of what name it may have or how it may be designated or classified by the state statute under which it was organized."

Bankrupt S&L gets new chance

A plan to reorganize Arizona S&L (NEWS, June) has been approved by a vote of its shareholders and given the green light by Maricopa County Court.

The reorganizers, Southern Californians Ben Weingart, Maxwell Greenberg and Morris Shapiro, say they hope to have the revamped S&L back in operation by next June. Arizona S&L, an uninsured, state-chartered association, went into insolvency when free-spending Builder Don Elbel of Kansas City went bankrupt (NEWS, Aug '59) after obtaining some $9 million in loans from the S&L through its former president, V. Frank Kanan, an old buddy.

Under the reorganization plan, amended

continued on p 54

MORTGAGE MARKET QUOTATIONS

(Sale by originating mortgagee who retains servicing.) As reported to HOUSE & HOME *the week ending August 12, '60.*

FHA 5¾s (Sec 203) (b)							VA 5¼s					Conventional Loans		
	New Construction Only				Existing*			New Construction Only						
FNMA Scdry Mkt x,y	Minimum Down* 30 year Immed	Fut	10% or more down 20-25 year Immed	Fut	Min Down 25 year Immed	City	FNMA Scdry Mkt x,y	No down 30 year Immed	Fut	5% or more down 20-25 year Immed	Fut	Comm. banks, Insurance Cos.	Savings banks, S & Ls	Construction loans w Interest+fee
96½	96-97	96-97	97-98	97	96-97	Atlanta	92½	92½	92½	a	a	6-6¼	6-6½	6-6½+2½
97½	par-101 o	par-101 o	par-101 o	par-101 o	par-101 o	Boston local	93½	98	98	98	98	5½	5½	5½-6
—	96-96½	96	a	a	—	out-of-st.	—	92-92½	92-92½	a	a	—	—	—
96½	97-98 b	95½-97½ b	95½-98 b	95½-97½ b	97-98 b	Chicago	92½	90-92 b	90-92 b	90-92 b	90-92 b	5¾-6¼	5½-6¼	6-6½+1½-2½
96½	96½-97½	96-96½	97-98	97	96½-97½	Cleveland	92½	92½	91½ t	92½	91½ b	6-6¼	6-6¼	6-6¼+1-1½
96	95-97	94½-97	96-98	96-97½	95-97	Denver	92	92-93	91-93	91-93	91-93	6-6½	6-6¾	6½+1-2½
96	96½-97	96½	97½	97	96	Detroit	92	92½-93	92	93	92½	5¾-6	5¾-6	6+1
96	95-96	95-96	96½	96½	96-96½	Honolulu	92	a	a	a	a	6½-7½	6½-7½	6½+1½
96½	96½-97	95½-96	97-97½	97	96½-97	Houston	92½	92½-93	92	a	a	5¾-6¼ e	6-6¼	6-6½+1-2
96½	96-96½	96-96½	96½-97	96½-97	95-96	Jacksonville	92½	92-92½	92-92½	92-93 b	a	6-6¼	6-6½	6½+1½
96	96½	95½-96	97	96½	95½-96	Los Angeles	92	92½	91½-92	a	a	5¼-6½	5½-7	6+1½ e
97	97½	97	98	97½	97½	Newark	93	a	a	a	a	6f	5f	6+1
97½	97	97	97	97	97	New York	93½	93-94	93-94	93-94	93-94	6	6	6+1
96	96-96½	95-96	97½-98 b	a	95½-97j	Okla. City	92	92	91	92	91	6-6¼	6¼-6½	6½+1-2
97	98	98	98½	98½	97½-98	Philadelphia	93	a	a	a	a	5¾-6	5¾-6	6+1-2
96	96½	96	96½-97	a	96	San. Fran.	92	92 g	92 g	a	a	6¼ n-6½	6½-7.2	6-7+1½-3
96½	96-97	96-97	96-97	96-97	95-97	St. Louis	92½	a	a	a	a	6-6½	6-6.6	6-6½+1-2½
97	97	97	97½	97½	97	Wash., D.C	93	93	93	93	93	6	6	6+1½-2

*3% down of first $13,500; 15% of next $2,500; 30% of balance.

SOURCES: Atlanta, Robert Tharpe, pres, Tharpe & Brooks Inc; Boston, Robert M. Morgan, vice pres, Boston Five Cents Savings Bank; Chicago, Murray Wolbach Jr, vice pres, Draper & Kramer, Inc; Cleveland, David O'Neill, vice pres, Jay F. Zook, Inc; Denver, C.A. Bacon, vice pres, Mortgage Investment Co; Detroit, Harold Finney, exec vice pres, Ciitzens Mortgage Corp; Honolulu, Gordon Pattison, dir of residential financing, Bank of Hawaii; Houston, Everett Mattson, vice pres, T.J. Bettes Co; Jacksonville, George Dickerson, vice pres, Stockton, Whatley, Davin & Co; Los Angeles, Chris Gebhardt, asst vice pres, The Colwell Co; Newark, Arthur G. Pulis, pres, Franklin Capital Corp; New York, John Halperin, pres, J. Halperin & Co; Oklahoma City, M.F. Haight, first vice pres, American Mortgage & Investment Co; Philadelphia, Robert S. Irving, exec vice pres, W.A. Clarke Mortgage Co; St Louis, Sidney L. Aubrey, vice pres, Mercantile Mortgage Co; San Francisco, Raymond H. Lapin, pres, Bankers Mortgage Co of Calif; Washington, D.C., Hector Hollister, exec vice pres, Frederick W. Berens, Inc.

▶ Immediate covers loans for delivery up to 3 months; future covers loans for delivery in 3 to 12 months.

▶ Quotations refer to prices in metropolitan areas; discounts may run slightly higher in surrounding towns or rural zones.

▶ Quotations refer to houses of typical average local quality with respect to design, location, and construction.

Footnotes: a—no activity. b—very limited activity. c—commercial banks do very little mortgage lending in Texas. e—S&Ls charging 6-6½ plus 2½-3½ point fees. f—occasional loans available at 5¾%. g—market tendency toward higher prices. j—highest price for better quality loans only. n—reports circulating of impending cuts to 6%. o—at 5½%. w—six-month construction loans unless otherwise noted. x—FNMA pays ½ point more for loans with 10% or more down. y—FNMA net price after ½ point purchase and marketing fee plus 2% stock purchase figured at sale for 50¢ on the $1. z—on houses no more than 30 years old of average quality in a good neighborhood.

NEW YORK WHOLESALE MORTGAGE MARKET

FHA 5¾s

Immediates: 96-97
Futures: 95½-96½

VA 5¼s

Immediates: 92-93
Futures: 91½-92½

FHA 5¾ spot loans

(On homes of varying age and condition)
Immediates: 92½-95

Prices for out-of-state loans, as reported the week ending Aug 12 by Thomas P. Coogan, president, Housing Securities Inc.

Note: prices are net to originating mortgage broker (not necessarily net to builder) and usually include concessions made by serving agencies.

FNMA STOCK

	July 8	Aug 10	Month's low	Month's high
Bid	58	59¾	57	60½
Asked	60	61¾	59	62½

Quotations supplied by C. F. Childs & Co.

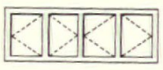
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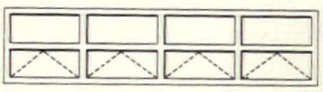
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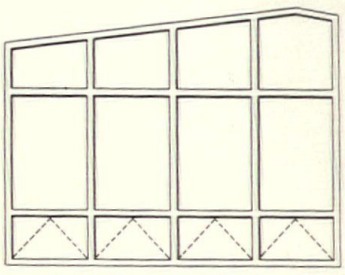
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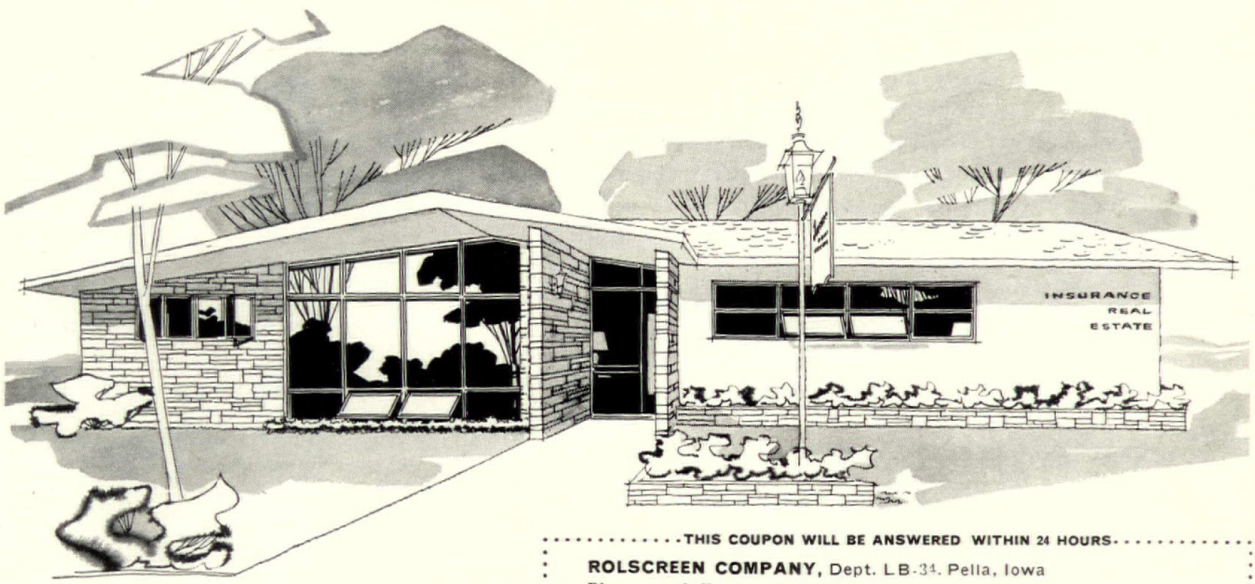
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Four No. 420 PELLA TWINLITE WINDOWS



Four No. 4464 fixed PELLA MULTI-PURPOSE WINDOWS under four PELLA TRAPEZOIDAL UNITS and over four No. 4424 PELLA MULTI-PURPOSE WINDOWS that ventilate



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slightly from their original proposal, Weingart et al will form a new federally insured corporation, Greater Arizona S&L, using $13 million in insurable assets from the defunct association as capital. They will distribute another $5.2 million to shareholders and will liquidate and distribute still another $17 million in uninsurable assets. According to State Banking Superintendent Arnold J. Grasmoen, the book value of the one-time $46-million S&L is around $36 million now, including some $5 million in buildings and property.

Shareholders who leave their money in the S&L will share half the profits of the new organization for the first five years. Grasmoen estimates that shareholders may recover at least 75% of their deposits over a three-to-five-year period.

Builder wins suit vs Taper

S. Mark Taper, the California savings and loan tycoon, has just lost a suit to a homebuilder who accused him of secretly collecting $750,000 that should have gone into partnership profits.

If the verdict is upheld on appeal, it promises to upset the customary ways lenders (notably some S&Ls) deal themselves into subdivision profits.

D. L. Goforth, of Lafayette (San Francisco suburb) and Taper cooperated in building some 1,300 homes ($13,000-$15,000) in Alameda, Santa Clara, Napa, and Solano Counties during 1955-56. But, Goforth charged, when the market soured in 1956 and they began selling off, he discovered that Taper-controlled savings & loans were buying some of the property, then re-selling them for much higher prices. In this way, he contended, Taper was actually pocketing secret profits.

Legally, the suit hinged on whether Goforth's and Taper's relationship was a true partnership in the absence of a written agreement. Taper argued that it was not, because 12 legal entities were set up during the negotiations with the contractor. He contended he was merely an interested party to these entities. Superior Judge Ralph Hoyt of Alameda County ruled that it was a partnership. He held that Taper's presence in each legal entity constituted an overriding interest, that Taper became in effect Goforth's partner and so was liable for damages. The judge ordered accountants to audit the books of Taper-controlled firms, determine how much Taper owes Goforth.

Builders woo union funds

Aggressively pursuing pension funds as a source of mortgage money, the Long Island Home Builders' Institute has made its first breakthrough with a prime candidate: the Nassau District Council of Carpenters.

The Council agreed to use welfare funds to buy an initial $150,000 worth of home mortgages within its jurisdiction through Franklin National Bank. Institute officers hope this is just the beginning. The carpenters' fund amounts to $3 million, and negotiations are underway with Suffolk carpenters, other building trades groups for similar commitments.

In Washington, D.C., the powerful AFL-CIO Executive Council voted to set up a department of investment to advise member unions on how to put their welfare and pension funds in mortgages. An educational program will be started to promote it.

NEWS continued on p 56

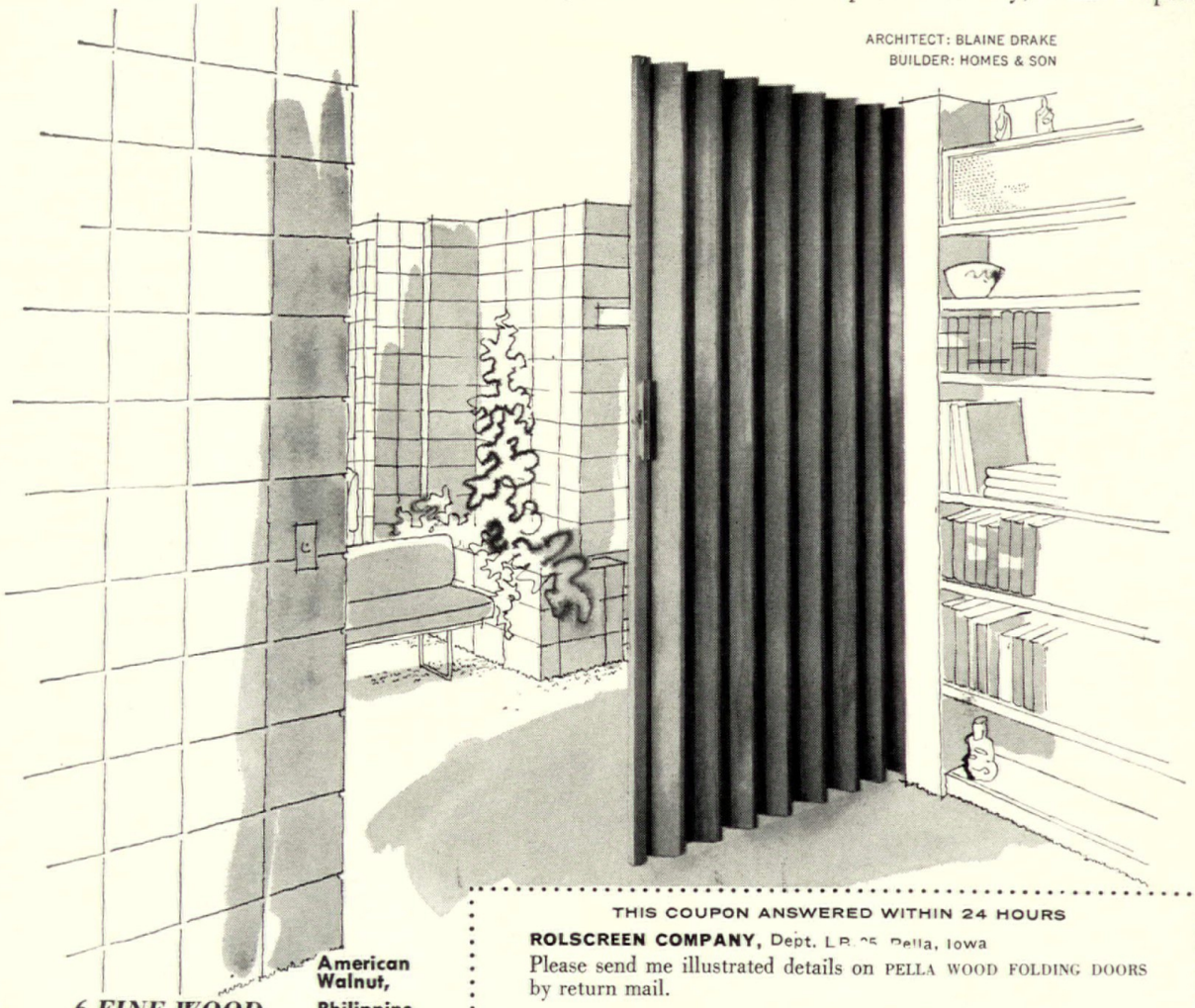
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CITY & ZONE STATE

L.A. builder starts FHA's biggest renewal project—with no subsidies

Ben Deane struggled 2½ years, paid $250,000/acre to assemble 5-acre plot, says it was worth it

By John Senning

"Too often we in the building business go to the government for a handout. We ask them to make the decisions we should make ourselves. I believe government should administer the rules and assist. We builders—private enterprise—should supply all the initiative and incentive."—BEN C. DEANE.

This is a homebuilder's philosophy, a philosophy which has led to start of Barrington Plaza, an urban renewal milestone.

Barrington Plaza, a 712-unit FHA Sec 220 rental project in Los Angeles' Sawtelle district, is barely beyond the foundation stage. Yet it already has this list of firsts and superlatives:

• It has required no federal grants in aid. Redeveloper B. C. (Ben) Deane bought 4.88 acres piece by piece without government help. He paid an astounding $1,250,000, or more than $250,000 per acre.

Merge



DEANE

• FHA has given it the largest single commitment ever made on one project: $16,702,500—a fact which even brought FHA Commissioner Julian Zimmerman to Los Angeles for the ceremonial groundbreaking in July.

• It will be the first high-rise 220 in the West. One of the three apartment buildings will have 26 floors. The other two will be 17 stories.

• It will be the tallest apartment building west of Chicago.

• Though Barrington Plaza replaces a conglomeration of dilapidated houses, rents will average $45 a room—a luxury price by California standards. Yet the project does not seem misplaced. It fronts on posh Wilshire Blvd., is just 3 miles from Beverly Hills and 6 from Miracle Mile, the classy Wilshire shopping area.

That the Plaza has ever even reached the construction stage—looking back over a plethora of obstacles—is a minor miracle in itself. But Ben Deane, 47—onetime carpenter and for 15 years a prosperous, if not giant, California homebuilder—pushed, planned, and promoted for three years to make it.

Deane's interest in 220 was first aroused by an NAHB panel. (He was chairman of its mortgage finance committee in 1957.) "There wasn't much opportunity for 220 in the West then," he recalls. "In fact Sawtelle was the only available area."

The Sawtelle redevelopment area takes in 255 acres in West Los Angeles (an area of Los Angeles, not a city itself). Sawtelle is the city's key experiment in a plan to step up code enforcement by eliminating pockets of blight in otherwise sound neighborhoods. HHFA, at the urging of City Building & Safety Superintendent Gilbert E. Morris, designated a 200-acre section of Sawtelle as "blighted" in 1957—thus making it eligible for 220. Morris did not envision any demand for US grants-in-aid. He wanted the FHA urban renewal tools only.

Sawtelle was not a bad slum—compared to those in other parts of LA. It is basically a sound area with pockets of blight. Morris' plan: rehabilitate the neighborhoods by replacing the rotten spots.

The plan works. Since 1957, 386 residential buildings (446 living units) and 297 accessory buildings have been demolished in the Sawtelle redevelopment area. They have been replaced with 192 new buildings with 1,486 living units. FHA has taken part in 39 of these projects with 1,059 units—all of them 220's. In each case the redeveloper bought the land without federal aid. All of the new buildings—except Barrington Plaza—are two-story garden apartments.

PROJECT AT A GLANCE:

Acres	4.88	Local subsidy	none
Acquisition cost, land	$1,250,000	Residential units	712
FHA 220 mortgage	16,702,500	Rental range	$45/rm
Construction contract	14,171,693	Land coverage	26%
Estimated completed value	20,000,000	Special features: shopping, restaurant, facilities, swimming pools.	
Federal subsidy	none		



GLISTENING COMPLEX of three apartment buildings, a two-story commercial and office building and an underground garage is rising in once-blighted area. Exteriors will be glass window walls and bronze anodized aluminum.

Deane spotted the Wilshire Blvd property he liked in 1957, started taking options on pieces of the 4.88 acres early in 1958. Meantime he hired Planning Research Corp of LA to find out whether a high-rise luxury type building at that site was feasible. PRC's conclusions: the need for the units is certain. Vacancy rates for luxury apartments in West LA are lower than elsewhere in the metropolitan area. Population growth in the area indicates even greater need. Incomes in the area are rising. Rents there could average as much as $47 per room.

Deane retained Daniel, Mann, Johnson & Mendenhall to work out a design scheme. Meanwhile the acquisition of land went on.

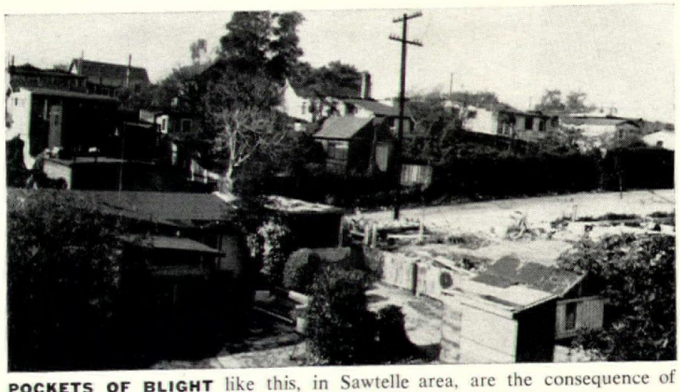
Deane picked two West Los Angeles realtors to work on land deals in his behalf: Charles O'Connor and Lee Leeburg. Their job: contact 31 owners, tie up 34 parcels. The brokers made no attempt to be secretive. In such a small area they considered it useless to try. But predictably, when homeowners realized that their land was worth ten times more than their ramshackle homes, they would deal only in big figures—$35,000 to $45,000 for a 50x140 foot lot. But most were anxious to sell. O'Connor and Leeburg usually sought options, got long escrows as an alternative but paid cash if there was no other way to make the deal. Amazingly, there were no holdouts—but there were some tough deals.

The brokers could not locate one woman

cont'd on p 67; NEWS cont'd on p 61



UGLY BACKWASH of urban sprawl is illustrated dramatically in this "before" photo of Sawtelle redevelopment area in West Los Angeles.



POCKETS OF BLIGHT like this, in Sawtelle area, are the consequence of lack of planning and building controls when area was first built.

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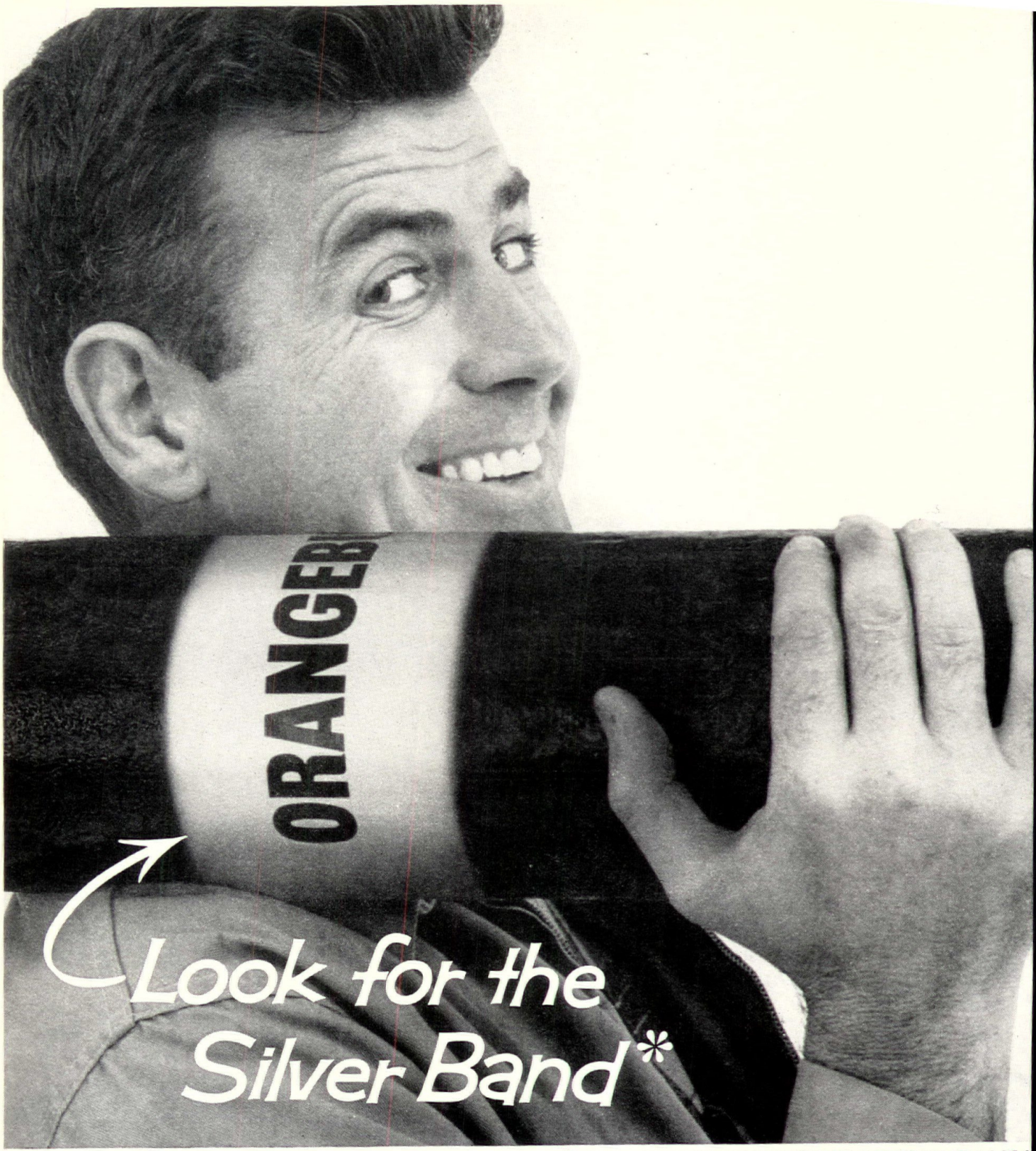
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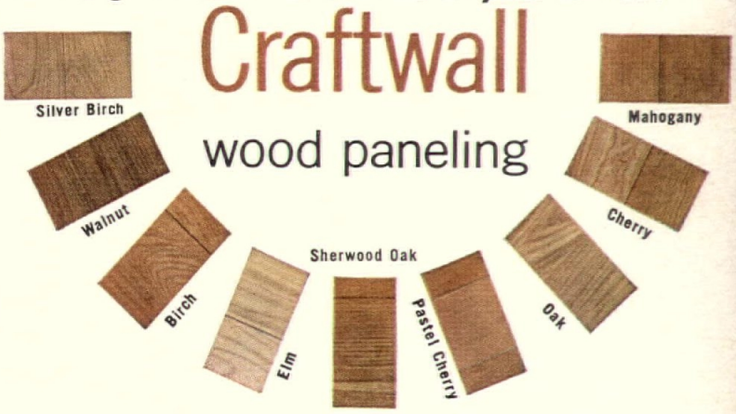
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Second Milwaukee suburb tries self-help renewal

The Milwaukee suburb of Shorewood has joined its neighbor, Whitefish Bay, in spurning federal urban renewal aid in favor of a local program of buying and razing rundown homes.

As in the Whitefish Bay program (NEWS, June), Shorewood buys the houses from a revolving fund as they are put up for sale, uses no condemnation powers.

The program was proposed shortly after the Whitefish Bay experiment started. Then Village Attorney Hubert Wolfe warned that it might be illegal because Wisconsin has no state legislation empowering municipalities to acquire property to eliminate nonconforming uses. But when Whitefish Bay suffered no challenge to its program, village trustees in Shorewood decided it would take too long to get a change in state laws, put their program into effect.

Remodelers act to avert government controls

The home improvement industry in the New York City area has adopted a voluntary code of ethical standards.

Drafted under the wing of the NY Better Business Bureau, the standards aim to promote "dependability and truthfulness in advertising and selling home improvements." Items:

- Advertisements must not create a misleading impression (by omission, layout or otherwise) even though all statements or pictures, considered separately, are correct.
- Headlines must be free of exaggerating or deception.
- A savings claim must not be expressed in a manner which implies that the amount specified is the price of the merchandise.
- Bait advertising or selling "model home" schemes and par selling are banned.
- Descriptions and illustrations must accurately portray items being offered.
- Advertisements must be specific on measurements, types of materials, prices, credit terms, extra or installation charges, terms of guarantees.
- Extravagant and unprovable claims (eg "cuts fuel bills 30%", "cools home 25 degrees") are forbidden.
- Buyers must not be asked to sign a completion certificate until all work has been completed in accordance with the contract.

The standards were approved at a meeting in Garden City attended by 500 dealers, lenders, wholesalers, manufacturers and radio, TV and newspaper advertising people. It is, admittedly, a move by the industry to police its gyp-ridden crooks and the growing threat of state and federal regulation. New Jersey has adopted a law (NEWS, August) slapping strict controls on remodelers; many other states (including New York) are considering similar measures to clean up this $20-billion-a-year business.

President Hugh R. Jackson of the New York BBB warned the meeting: "There are more public doubts and more consumer complaints and dissatisfaction with the home improvement industry today in New York than with any other industry you can name." The volume of complaints against remodelers for the first half of this year is 38% higher than for the same period in 1959 he added.

Asst FHA Commissioner Roy F. Cooke said: "History is being made here." He stressed the importance of the industry, pointing out that FHA's Title I program (which has so far proven relatively free from the taint of gyp operators) has grown from $600 million in home repair loans in 1956 to $1 billion last year. Said Cooke: "1,140,000 homes were improved last year under FHA."

Said Attorney General Louis J. Lefkowitz of New York State: "The right of free enterprise carries with it the obligation to adhere to a policy of fairness, both to competitors and to the public." President Peter H. Johnson of NERSICA lauded the action of the New Yorkers as "a wonderful thing."

Enforcement of the standards will be in the hands of the BBB which will review advertisements, handle consumer and trade complaints.

Some trade representatives at the meeting expressed scepticism that members of the industry would feel as enthusiastic about the standards once the public hue and cry about home repair gyps has died down.

Bigtime Remodeler Herb Richheimer pointed out that the responsibility for the success of the code was not entirely that of the home improvement industry. Said he: "Lenders and the advertising departments of the newspapers, radio and television stations are the key. If they are responsible and adhere to the code, it will work."

PUBLIC HOUSING:

Racial fears blamed as St Louis rejects project

Voters have turned thumbs down on a third-built public housing project which would bring Negroes into virtually all-white south St Louis County.

The margin in the Aug 2 balloting was more than three to one (57,780 to 18,857) against continuing the controversial 288-unit project. The referendum involved a county ordinance containing a co-operation agreement between the county council and the county housing authority.

The $3,025,825 Jefferson Barracks project had been in trouble almost since its inception in 1956. A tangle of litigation led FHA last year to cut off further funds after the federal government had advanced some $400,000 to get it started. More than 12 suits have been filed. Eight are still pending including those filed by contractors who, Authority Chairman George Meier says, are owed some $800,000. He adds that halting the project—as voters have decreed—may well cost local taxpayers $1,200,000.

Opponents of the project were led by the St Louis County League of Homeowners Councils and the South County Civic Committee, a local homeowners' group. They contended public housing would depress property values in the area by attracting "undesirable" tenants. Moreover, they said the project would overburden local schools. The St Louis *Post-Dispatch*, on the other hand, called the project "as necessary as it is desirable."

The vote came against a backdrop of crime troubles in some downtown St Louis public housing (NEWS, June)—troubles which have produced 1) a grand jury investigation and 2) a 9% vacancy rate in the city's subsidized projects. Nonwhites constitute 75% of St Louis' public housing families vs. about 30% of the city's families.

Buffalo converts state public housing to private middle-income cooperative

Before the Dante Place public housing project was built in 1952, that part of the Buffalo waterfront was a hub of tenements and cheap saloons at the western end of the historic Erie Barge Canal. The New York *Times* once called it "the local equivalent of San Francisco's old Barbary Coast."

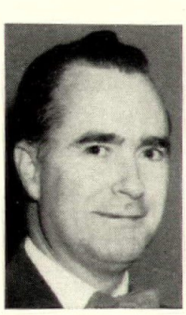
The state-subsidized, 616-unit project—a complex of seven 12-story brick buildings—gave the neighborhood a lift. Still most of the tenants were Negroes; many were welfare-clients. The city's more affluent residents rarely ventured into the area.

A few years ago, urban renewal began to take hold in the neighborhood in a much bigger way. Superhighways—and an interchange—cut Dante Place off from much of the surrounding industrial neighborhood. The Niagara Frontier Port Authority and the Buffalo Board of Redevelopment laid plans for a major waterfront upgrading.

Suddenly, Dante Place seemed like a good bet for families of higher (eg middle) income. It is walking distance from downtown. Its lakefront site would permit docking private boats.

That's when Executive Director Robert Sipprell of the Buffalo Municipal Housing Authority conceived an idea that is now being carried out for the first time in the US: turn the public housing project into a middle-income cooperative. Dante Place, he has said, "wasn't the highest and best use of the land and represented an obstacle to the development of lands adjacent to it."

Moreover, converting to a no subsidy co-op would save New York State about $290,000 a year in subsidies, probably yield the city $83,550 instead of only $15,395 a year in realty taxes. (So far, the state has subsidized Dante Place to the tune of $1,650,791.) And finally, even though Buffalo public housing was experiencing only 1½% vacancies, Sipprell argued that the 616 families that would have to move could be absorbed in the city's 6,827 subsidized units—notably in a 763-unit project completed last year.



SIPPRELL

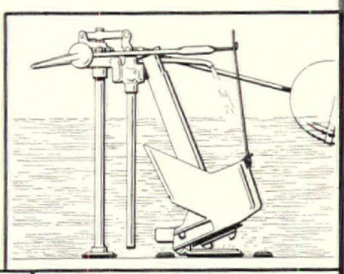
Last month, this first-of-its-kind switch was well underway. Some 20 realtors, builders, bankers, contractors and architects raised $40,000 to start the co-op, arranged to lease the project from the housing authority for more than $400,000 a year—to cover outstanding bonds, taxes, sewer rents, and insurance. The project, renamed Marine Drive Apts, requires down payments from $200 to $350, monthly maintenance ranging from $67 to $116. Only families with incomes

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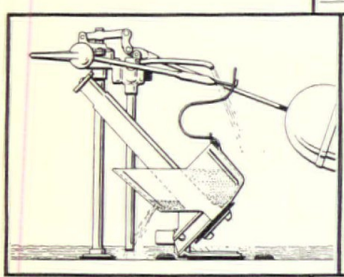
EXCITING LOW STYLING FOR HIGH SALES APPEAL!



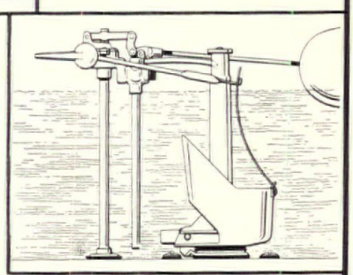
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Units	Rent	Down Payment	Income Limits
Type I[a] (55 units)	$67- $77[b]	$200	$5,328- $6,048
Type II (385 units	$79- $89	$250	$6,264- $6,984
Type III (121 units)	$92-$102	$300	$7,272- $7,992 ($8,484- $9,324)[c]
Type IV (55 units)	$106-$116	$350	$8,280- $9,000 ($9,660-$10,500)[c]

a—Type I are efficiency one-bedroom units; Type II are two bedroom units; Type III are two-bedroom units with a living room and study or a large living room; Type IV are three-bedroom units with a living room and study or a large living room or two-bedroom units with a master bedroom and living room.

b—In computing rents, an amount for utilities has been added to the rent—$7 for Type I, $8 for Type II and $9 for Types III and IV.

c—Figures in parentheses are income limits for families of five or more persons.

Of Dante's public housing families, the housing authority so far has relocated 88. Not one has asked to move into the new co-op.

Sipprell—like many another public houser—argues that more middle-income housing is his city's big needs. Says he: "I believe it is high time we dispelled the notion that public housing projects are some kind of immovable Chinese wall. This conversion demonstrates that there can be flexibility and that we can change the status of public housing to better the balance in our housing inventory. It is important to look into this kind of adjustment before we strike off in directions that will involve new expenditures."

Such talk of spending less money and shrinking a public housing empire—let alone action to match it—is a rare phenomenon among public housing's leaders. But Sipprell, at 48, is unique in public housing. For one thing, he is a lifetime resident of the Buffalo area, not a professional rolling stone. For another, he is the only man in the nation who has served both as executive director and as president of the top public housing groups, the Natl Assn of Housing & Redevelopment Officials.

Born and raised in the Buffalo suburbs, Sipprell graduated from Ohio State in 1937 as a bachelor of landscape architecture. The next year, as a technician, he joined the Buffalo Housing Authority, which was just starting to build. Five years later, amid the war, he became acting executive director. In 1947 and '48, he took leave to head the staff of NAHRO (then NAHO), and, during his terms, managed to transform the organization from dependency on the Spellman Fund to financial self-sufficiency. He returned to Buffalo in 1948 to take full charge of the housing authority which today is Buffalo's biggest landlord (15 projects worth $65 million, 6,824 units). He was president of NAHRO in 1956.

PHA rapped for easing site approval rules

Public Housing Commissioner Bruce C. Savage has junked a PHA rule requiring local governing bodies to approve sites for public housing projects before PHA signs a contract to subsidize them for 40 years.

Realtors are attacking his action as showing lack of "confidence in the processes of local government."

The rule was originally imposed last fall as part of a PHA crackdown on local authorities that were planning more projects than they could build. This backlog has since then shrunk from 110,000 to 86,223 units—most of it in the cities that raise the loudest outcry about how the Eisenhower Administration has "stalled" public housing (eg New York, Chicago, Philadelphia, Detroit).

Savage says he acted "to ease the development process," give local housing authorities more responsibility.

Challenging this, Robert E. Scott, chairman of the Realtors' Washington Committee, wrote Savage recalling parts of the May testimony before the Senate housing subcommittee. He cited a statement by President Charles L. Farris of the Natl Assn of Housing & Redevelopment Officials. Farris said the site-approval rule hindered the spread of public housing because, once the site was known, it permitted "the rapid organization of opponents of the program." To this, Sen John J. Sparkman, subcommittee chairman, replied: "If the program in public housing is good, why cannot it meet the opposition out in the open?"

Added Realtor Scott: ". . . you [Savage] have decided that it is wrong to permit the opponents of public housing to focus their opposition to the location of a project before federal taxpayers are committed to 40 years of subsidies. Or perhaps you have astoundingly answered Sen Sparkman's rhetorical question by concluding that public housing cannot 'meet the opposition out in the open.' We regret exceedingly that you have seen fit to ally yourself with such a position that bespeaks such lack of confidence in the processes of local government . . . and the program you are administering."

NEWS continued on p 65

PRYNE HOODS...

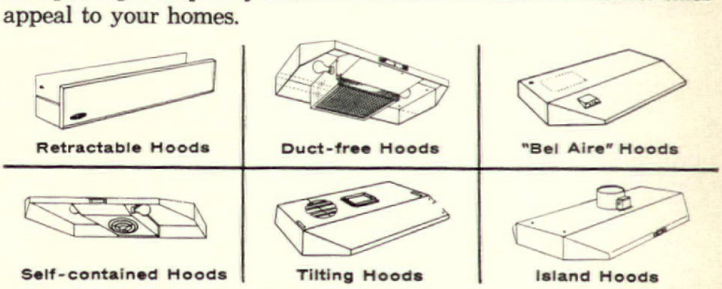


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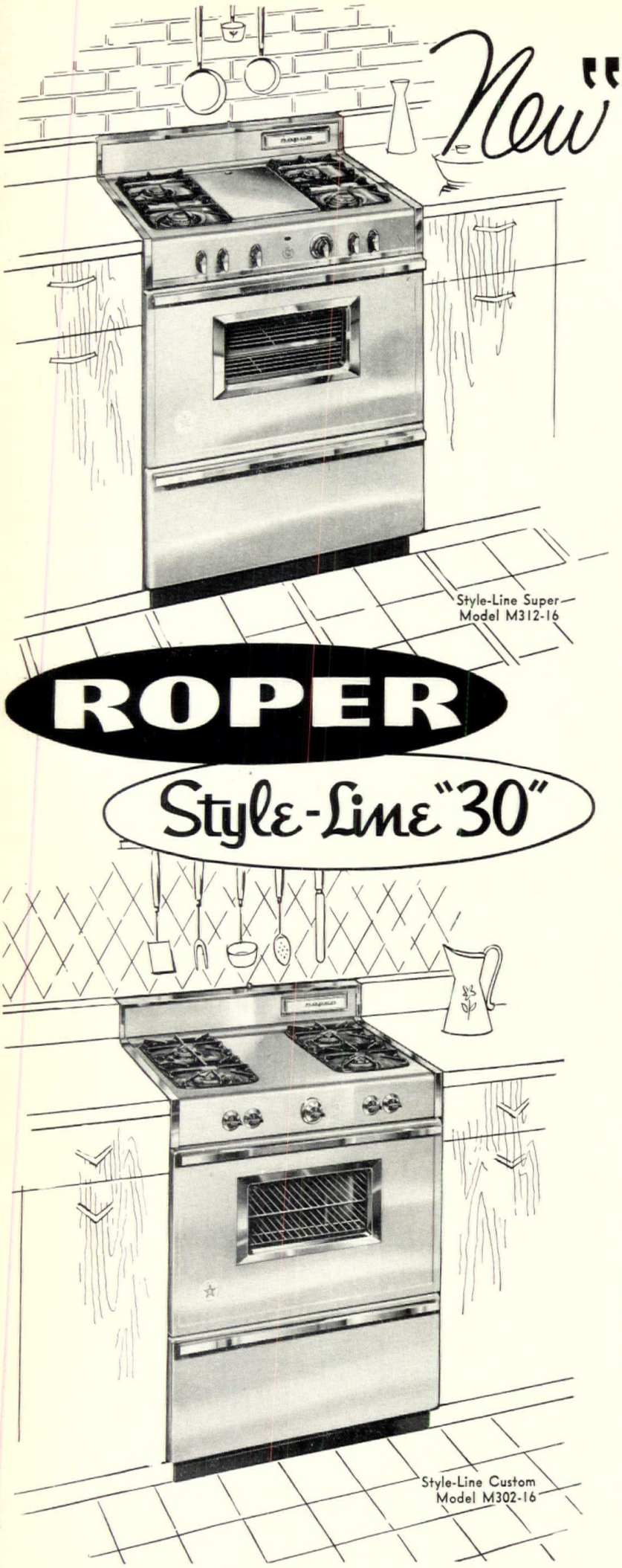
Another of the Finishing Touches from Emerson Electric . . . pre-sold packages of quality electrical accessories that add *instant* sales appeal to your homes.



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New "BUILT-IN BEAUTY"

without the cost!

New Roper "Style-Line Design" eliminates costly installation ... pleases every prospect

Beautiful! — and so easy to install! Slides neatly into pre-planned alcove between built-in cabinets to create a fresh, unbroken line of kitchen symmetry. Occupies only 30 inches of space!

Profitable! — Gives the "built-in look" without the expense. No costly cut-out work. Minimum crew time. One simple gas connection. Plan for bigger profits — plan around the smart new Roper Style-Line "30" and *be first with the newest!*

Sleek, streamlined styling in fashionable coppertone finish

Here's sales magic for your showroom display ... stunningly beautiful in rich coppertone finish that harmonizes with any decor. Here's kitchen-planning flexibility that lets you create strikingly original kitchens at low cost. Here's the name all America knows and identifies with the finest in gas cooking. Big 25-inch Bake-Master oven, 4 Simmer-Speed top burners, automatic oven heat control, oven light and window. Famous Roper *lifetime* construction. Send for details today!

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GEO. D. ROPER SALES CORP.
A Subsidiary of Geo. D. Roper Corporation
KANKAKEE, ILLINOIS

FHA sets new high-cost limits for 207

As it boosted the room count for its rental housing programs—which has the effect of giving builders bigger mortgages to put up better apartments (*see p 42*), FHA last month trimmed the *extra* amounts of loans it will approve in many high-cost cities. For Sec 207 loans in Washington, D.C., for instance, it cut the high-cost allowance from $1,000 to $700 per room. The complete new list:

City	Elevator-Type				Garden-Type			
	Secs. 207, 220		*Sec. 213*		*Secs. 207, 220*		*Sec. 213*	
	4 or more rms. per unit	Less than 4 rms. per unit $9400+	4 or more rms. per unit	Less than 4 rms. per unit $9400+	4 or more rms. per unit	Less than 4 rms. per unit $9000+	4 or more rms. per unit	Less than 4 rms. per unit $9000+
	Per room		Per room		Per room		Per room	
Zone I								
Boston	$3800	$800	$4100	$1100	$2700	$200	$2900	$400
Buffalo	3800	800	4100	1100	2700	200	2900	400
New York	4250	1250	4250	1250	2900	400	3100	600
Providence	3900	900	4250	1250	2600	100	2800	300
Syracuse	4100	1100	4250	1250	2700	200	2900	400
Rochester	3800	800	4100	1100	2700	200	2900	400
Stamford, Conn.	4100	1100	4250	1250	2700	200	2900	400
Zone II								
Baltimore	3500	500	3800	800	2500	...	2700	200
Camden, N. J.	3400	400	3700	700	2500	...	2700	200
District of Columbia	3700	700	4000	1000	2500	...	2700	200
Newark, N. J.	4250	1250	4250	1250	3000	500	3200	700
Philadelphia	3600	600	3900	900	....	...	....	...
Pittsburgh	3700	700	4000	1000	2500	...	2700	200
Richmond, Va.	3000	...	3200	200	2500	...	2700	200
Atlantic City	3600	600	3900	900	....	...	....	...
Zone III								
Atlanta	3600	600	3900	900	2500	...	2700	200
Birmingham, Ala.	3700	700	4000	1000	2500	...	2700	200
Greensboro	3100	100	3300	300	2500	...	2700	200
Jackson, Miss.	3100	100	3300	300	2500	...	2700	200
Jacksonville	3500	500	3800	800	2500	...	2700	200
Louisville	3900	900	4250	1250	....	...	....	...
Memphis	3100	100	3300	300	2500	...	2700	200
Miami	3600	600	3900	900	2600	100	2800	300
Santurce, P. R.	3000	...	3200	200	....	...	....	...
Tampa	3400	400	3700	700	2600	100	2800	300
Nashville	3400	400	3700	700	2600	100	2800	300
Biloxi	3100	100	3300	300	....	...	....	...
Zone IV								
Chicago	4250	1250	4250	1250	3100	600	3300	800
Cincinnati	3800	800	4100	1100	2500	...	2700	200
Cleveland	3900	900	4250	1250	2800	300	3000	500
Columbus, Ohio	3800	800	4100	1100	2700	200	2800	400
Des Moines	....	...	....	...	2600	100	2900	300
Detroit	3600	600	3900	900	2600	100	2800	300
Fargo, N. D.	....	...	....	...	2600	100	2800	300
Indianapolis	3900	900	4250	1250	2600	100	2800	300
Milwaukee	3900	900	4250	1250	2800	300	3000	500
Minneapolis	3400	400	3700	700	2500	...	2700	200
Omaha	3300	300	3600	600	2500	...	2700	200
Springfield, Ill.	3500	500	3800	800	2900	400	3100	600
Champaign, Ill.	3500	500	3800	800	2900	400	3100	600
Peoria	3500	500	3800	800	2900	400	3100	600
East St. Louis, Ill.	3500	500	3800	800	2900	400	3100	600
Lansing & Jackson, Mich.	3400	400	3700	700	2700	200	2900	400
Madison, Wisc.	3700	700	4000	1000	2500	...	2700	200
Zone V								
Denver	3300	300	3600	600	2500	...	2700	200
Houston	3200	200	3400	400	2500	...	2700	200
Kansas City, Mo.	3500	500	3800	800	2500	...	2700	200
Lubbock, Tex.	3000	...	3200	200	....	...	....	...
Oklahoma City	3000	...	3200	200	2500	...	2700	200
St. Louis	4250	1250	4250	1250	2900	400	3100	600
San Antonio	3200	200	3400	400	2500	...	2700	200
Shreveport	3700	700	4000	1000	2500	...	2700	200
Topeka	3700	700	4000	1000	2800	300	3000	500
Zone VI								
Los Angeles	4250	1250	4250	1250	3000	500	3200	700
Phoenix	3600	600	3900	900	2500	...	2700	200
Portland, Ore.	3400	400	3700	700	2700	200	2900	400
Reno	3700	700	4000	1000	2900	400	3100	600
Sacramento	4250	1250	4250	1250	2600	100	2800	300
Salt Lake City	3800	800	4100	1100	2500	...	2700	200
San Diego	4000	1000	4250	1250	3000	500	3200	700
San Francisco	4250	1250	4250	1250	2800	300	3000	500
Seattle	4100	1100	4250	1250	2700	300	2900	400
Spokane	3500	500	3800	800	2600	100	2800	300

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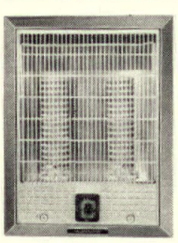
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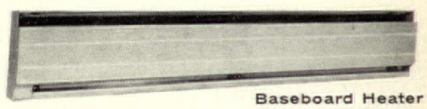


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Emerson Electric Electric Heat... baseboard heaters gently circulate heat throughout the room *without a fan*... Emerson Electric ceiling cable assures uniform comfort... Emerson Electric Heaters recessed in the wall silently provide clean, safe heat. A full line of electric heat bearing the Emerson Electric guarantee of quality.

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In-the-wall Heater


Baseboard Heater


Radiant Heat Ceiling Cable


Infra-red Convection Heater

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Play it smart - and install

CARLTON'S Carlrim

U. S. Gov't. Patent #2,925,609

the Stainless Steel Sink with the New Disposer Bowl



The sliding cutting board shown (No. CBI) is a new Carlton Sink Accessory

–because the right sink is essential to any waste disposer's efficiency

Here is a simple suggestion that can save you lots of installation headaches in the months ahead. No matter what kind of a garbage disposer you put into kitchen specifications, *simply specify a Carlrim Disposer Bowl Sink to go with it!* The new Carlrim teams up with *any* waste disposer as neatly as ham teams up with eggs! . . . Notice (above) how the drain outlets have been moved to the rear to provide more work surface. See how the disposer outlet has been recessed to hold more kitchen scraps and speed up waste disposal. Noise and vibration almost disappear because of the new Carlrim Sink's special sound-deadening undercoating. Why not play it smart—and specify CARLTON'S New CARLRIM—since it costs so little more!

The new Carlrim Disposer Bowl Sink (available with disposer outlet at right or left) is the newest in a series of Carlton Stainless Steel Sinks carefully designed for the kitchens of tomorrow. It comes self-rimmed for easy, sanitary drop-in installation. Because (like all Carlton Sinks) it is made only from the finest Type 302 (18-8) nickel bearing stainless steel, it cannot rust, chip, crack or ever wear out. Shown above is Model 832 RDB. . . . Ask your wholesaler to show you the newest Carlrim Sink, or write for Catalog No. 860 to Sink Division, Carrollton Manufacturing Company, Carrollton, Ohio.

LOOKS BETTER ★ NICKEL ★ STAINLESS STEEL LASTS LONGER

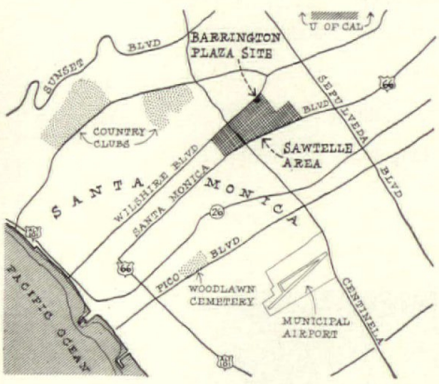
YOU JUST CAN'T BUY BETTER— WHEN YOU BUY...

CARLTON STAINLESS STEEL SINKS

Urban renewal without subsidy: Los Angeles project shows how

continued from p 56

homeowner. In desperation they set up almost a 24-hour vigil outside her door. She finally showed up, quickly agreed to a deal. Another woman wanted her house even if she gave up the lot. Deane agreed to buy another lot, move the house and give her cash to boot. But she later decided to take all cash. The brokers made one deal for $20,000, got the husband's signature, took the papers to his wife who told them: "He can have $20,000. I want $20,000 for myself." Deane paid it. Some lots had been cut up into tiny parcels, accessible only by unpaved alleys. One 25x50 foot lot actually inaccessible by public thoroughfare, cost Deane $10,500.



PROJECT LIES IN PATH OF GROWTH

Deane concedes $250,000 an acre is a high price. But he is sure now that he got a bargain. "If the land had been acquired by condemnation it would have cost no less (and probably no more) than we paid. Anyway, we figure that the land we paid $6 a foot for is worth about $8 a foot now that it is cleared and in one parcel."

Of the 34 buildings on the property Deane demolished all but three. Two houses were sound enough to be moved to other lots while a garage was moved to another site at the owner's request.

Deane kept in informal contact with FHA from the outset. But it was not until he had his plans ready, his surveys prepared to show the soundness of his scheme that he applied for an acceptability analysis—first step toward a commitment. That was in 1958.

FHA officials, both in Los Angeles and Washington, were hopeful but skeptical. Explains FHA Field Office Director Norman M. Lyon: "There was doubt whether there was a demand for rentals at that level in that area. But we now feel this project will work."

FHA didn't decide though until it had made its own survey of 40 high rise apartments in LA. Evaluators checked rents, operating statements and services provided tenants—then checked them against the Barrington Plaza plan. Conclusion: Deane's project would pay off.

Deane admittedly benefitted along the way by some key changes in the housing law and FHA regulations. FHA agreed to reduce the first year curtail (amount of principal to be repaid in the first year) from 1½% to 1.3%. Later it made a general ruling that the first year curtail could be reduced to as little as 1% on 220's. This cut has been allowed for Barrington Plaza, thus helps hold down rents.

The 1959 Housing Act boosted the maximum mortgage limit on a 220 from $10 million to $20 million. Room allowances were boosted from $2,700 to $3,000 with a $1,250 high cost allowance in elevator buildings—both helping Deane's project. The same Act lifted the ceiling on Fanny May 220 purchases. It had been $13,500 average per unit. Now Fanny May can buy any 220 under its special assistance program. (Deane will net 97½ for his loan after a 1 point commitment fee, ½ point delivery fee and a 1 point discount.)

Each change removed a potential block to Deane's plan. But he still had many more days of negotiation with FHA. Deane wanted to build an eight-story commercial building on Wilshire Blvd. FHA said nix. Explains LA Chief Underwriter Belden Morgan: "We believe that if the residential part of the project has to be carried by a commercial building, then the project is unacceptable." Result: the commercial building will be only two stories, supposedly large enough for stores and professional offices to service 712 Barrington Plaza tenants.

FHA also insisted that every two-bedroom apartment must have two baths in such a high rental bracket. Deane had planned some two bedroom units with only one bath. Now, he agrees with FHA.

In three years of negotiating and processing Deane also concluded he would need more capital. He found it. "We started with the hope of doing it ourselves," says Deane, who now has two younger brothers in business with him. "But land cost so much we brought Louis Lesser Enterprises in as a partner." Lesser is both a builder and a builder's

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IMPERIAL LIGHTS...

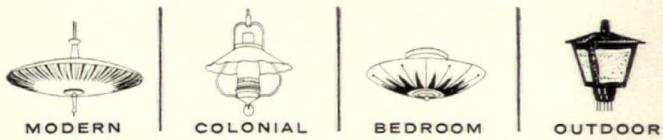


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HANDSPLIT CEDAR SETS THE STAGE

The stage is set for a sale. For this is the All-American House. Warm and friendly . . . natural through and through . . . it looks like home. Prominent in the design is an extra-heavy roof of genuine handsplit cedar shakes. Like most quality materials, handsplit shakes appeal to both kinds of buyers—those who demand the tasteful appearance of a natural material and those who measure a value by the years of service it provides. On both counts, a roof of handsplit shakes is unexcelled. Perhaps that's the reason this long-lived, beautifully-textured material is in such demand.



RED CEDAR SHINGLE BUREAU
5510 White Building, Seattle 1, Washington
550 Burrard Street, Vancouver 1, B. C.

angel. He has joint-ventured with many a builder who needed more cash for a new tract.

And as Barrington Plaza starts up toward the 26th story Deane has many another iron hot. His cottage-like, white office on bustling Sepulvada Blvd in suburban Van Nuys is deceptive. His company is finishing one tract in San Jose ($14,000 to $17,000), is sprucing up plans for a new tract in Orange County—now LA's hottest market. He will sell there on leased land, the first time it has been done in a big tract (800 lots) any distance from the beach, where leased land is common. Houses priced $12,000 to $14,000 will be sold only on conventional financing.

Unlike some other LA builders, Deane *does* know how to build without subcontractors. He is a third generation Californian (his father owned a Berkeley piano shop) and his first full-time job was as a construction laborer. He managed to squeeze in a year of business college and two years of university education while working. From 1940 to 1945 he worked on defense jobs in Canada, Alaska and Hawaii—met the future Mrs. Deane in Hawaii where she was a civilian Navy employe while he worked for the Army.

He came to San Fernando Valley in 1945 to build houses, built a few on speculation plus several on contract. His volume increased steadily, though he has never started more than 300 in one year, says he's unsure just how many he's built overall. ("I keep meaning to figure that out.") He estimates about 3,000 in 15 years.

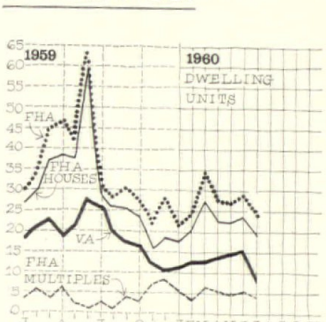
Deane, his wife and two children (a girl, 17, and son, 15) live on a high hill in the San Fernando valley town of Encino. Their home is a one-story rambling ranch (with pool) Deane designed and built himself 10-years ago. He is an ardent outdoorsman (with a constant tan to prove it) with an outdoor family. They all ski, (water and snow). Deane also hunts, fishes and golfs (in the low 80's.)

Deane's prosperity is proof that savvy can make as much money or more as volume. He has always kept an eye out for a new chance in housing. He built some of the first 608's in California (later sold them), also built some of the first Title IX defense housing in 1952. He also jumped into the Capehart military housing program, joint-ventured with three other builders on 525 units at Fort Lee, Va. He never tried another. Says he: "It was a complete waste of time. The military is attempting to apply heavy construction and Class A criteria to housing and it just doesn't work."

Now, he's looking at 213 co-ops and 231 housing for the elderly. And he's still alert for more 220 possibilities though he notes: "I have a feeling FHA is not going to allow another high rise apartment in the Sawtelle area until ours is up and had several years to prove itself a success." And Sawtelle is still the only Southern California renewal area open to redevelopers.

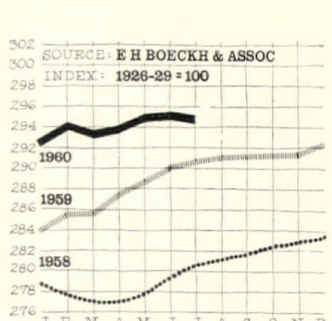
Would Barrington Plaza have been possible without 220? "Maybe," says Deane. "But I wouldn't have been interested in it without 220." He undertook this project without a federal grant but he concedes this scheme may not work everywhere. "Neither way is the only way. It depends on economics. But in an area like ours—and there must be more like this in the country—it's certainly up to us in the building business to tackle the job ourselves with as little government aid as possible."

STATISTICS:



FHA APPLICATIONS fell 17.8% in July to 23,976, off 19.6% from July 1959. New home applications of 19,637 were off 17.2% from June; but the seasonally adjusted annual rate on these was the same for both months—241,000. Home applications were 32.3% behind July of last year.

VA appraisal requests fell to 8,483, 44.2% below June (when activity was inflated because of fear that GI bill would not be renewed) and 67.4% behind July 1959.



RESIDENTIAL CONSTRUCTION COSTS fell to 294.6 on Boeckh's index in July, down 0.5 point from June's 295.1 average. Labor costs remained static; the decline was wholly due to lower material prices. "Lumber is in pretty bad shape," says Col E.H. Boeckh. Also down are asphalt roofing, building paper and heating equipment prices. As usual, reductions are taking the form of discounts rather than lower quoted prices.

NEWS continued on p 73

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in planned packages

save you money!

Here's how! From one quality source you get ventilating fans and hoods, chimes and intercoms, recessed and decorator lighting and electric heating and air conditioning equipment. Just *one* dependable supplier . . . Emerson Electric . . . is responsible for guaranteeing quality, for billing your order and for shipping. You save not only the hidden costs in time spent ordering from many different suppliers . . . but you also save *money* in initial costs because you are an important quantity buyer!

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  Amtico Flooring Division
American Brass Co.
American Gas Association
American-Marietta Co.
  Paint Division
American Olean Tile Co.
American-Saint Gobain Corp.
American Sanitary Mfg. Co.
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American-Standard
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  Room Air Conditioning
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  Dept., Major Appliances Div.,
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King Refrigerator Corp.
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Knape & Vogt Manufacturing Co.
Warren Knight Co.
Kohler Co.
Koppers Co., Inc.
  Durethene Div.,
  Wolman Preservative Dept.
Kwikset Sales & Service Co.
Lancer Pools Corp.
Leigh Building Products Div.
  Air Control Products Inc.
Lennox Industries, Inc.
Leviton Manufacturing Co.
Libbey-Owens-Ford Glass Co.
Life Magazine
  Time Inc.
Lightolier, Inc.
Line Material Industries
  McGraw-Edison Co.
H. C. Little Burner Co., Inc.
Lockwood Hardware Mfg. Co.
  Div. Independent Lock
Long Bell Div.
  International Paper Co.
Louisville Cement Co.
Louver Mfg. & Supply Co.
Lyon, Inc.
Magic Chef Div.
  Dixie Products, Inc.
Major Industries
Majestic Co., Inc.
  Building Products Div.,
  Heating Div.
Malta Mfg. Co.
Markel Electric Products, Inc.
Marlite Div.
  Masonite Corp.
Masonite Corporation
Mastic Tile Div.
  The Ruberoid Company
McCall's
W. R. Meadows Inc.
Mears Electric Controls, Inc.
Midwest Houses Inc.
Howard Miller Clock Co.
Minneapolis-Honeywell Regulator Co.
Minnesota Mining & Mfg. Co.
  Adhesives, Coatings & Sealers Div.
Miracle Adhesives Corp.
Mississippi Glass Co.
Mobile Homes Manufacturers Assoc.
Monsanto Chemical Co.
  Plastics Div.
  Organic Chemicals Div.
Morgan-Wightman Supply Co.
Mortgage Associates, Inc.
Mosley Electronics, Inc.
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National Bureau for Lathing
  & Plastering
National Clay Pipe Mfrs. Inc.
National Concrete Masonry Assoc.
National Gypsum Co.
National Homes Corp.
National Lumber Mfrs. Association
National Manufacturing Co.
National Oak Flooring Mfrs. Assoc.
National Pool Equipment Co.
National Rubber Machinery Co.
New Castle Products Inc.
Nichols Wire & Aluminum Co.
Norton Door Closer Co.
  Div. Yale & Towne Mfg. Co.
Nutone Inc.
Olin Metals Div.
  Olin Mathieson Chemical Corp.
Orangeburg Manufacturing Co., Inc.
  Div. The Flintkote Co.
Overhead Door Corp.
Owens Corning Fiberglas Corp.
Pacific Lumber Co.
Pease Woodwork Co.
Peerless Pottery, Inc.
The Perma Stone Co.
Pesco Products Division
  Borg-Warner Corp.
Peterson Window Corp.
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Pittsburgh Plate Glass Co.
Plan Hold Corp.
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Plywall Products Co., Inc.
Pomona Tile Co.
Ponderosa Pine Woodwork
Pope & Talbot, Inc.
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Potlatch Forests, Inc.
Precision Homes
  Div. Acme Bldg. Materials, Inc.
Preway Inc.
Progress Manufacturing Co.
Quaker State Metals Co.
Radiant Ray Radiation Inc.
Radio Corporation of America
Raynor Manufacturing Co.
Ready Hung Door Corp.
Red Cedar Shingle Bureau
Reflectal Corp.
  Subsidiary Borg-Warner Corp.
Republic Steel Corp.
  Industrial & Trade Building
  Products; Truscon Division
Republic Steel Kitchens
  Republic Steel Corp.
Revere Copper & Brass, Inc.
Reynolds Metals Co.
Rez Wood-Tones Inc.
Rheem Manufacturing Co.
Richmond Plumbing Fixtures Div.
  Rheem Mfg. Co.
Rilco Laminated Products Inc.
Rock Island Millwork Co.
Roddis Plywood Corp.
Rolscreen Co.
R O W Sales Co.
George D. Roper Corp.
Rowe Manufacturing Co.
The Ruberoid Co.
St. Regis Paper Co.
  Panelyte Div.
Samuel Stamping & Enameling Co.
Sandura Co.
Santiam Lumber Co.
  Teco Group
Sargent & Company
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Schlage Lock Co.
Schlegel Manufacturing Co.
Scholz Homes Inc.
Shakertown Corp.
Shower Door Co. of America
Simplex Forms System, Inc.
Simpson Logging Co.
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Smith & Loveless Inc.
Sonoco Products Co.
Soss Manufacturing Co.
Space Planner Inc.
Spotnails, Inc.
Square D Company
The Stanley Works
State Steel Industries Inc.
Structural Clay Products Institute
Stylon Corporation
Swanson Manufacturing Co.
Swedlow, Inc.
  Kevinite Div.
Swim-Queen Pool Co.
Symons Clamp & Mfg. Co.
Talk-A-Phone Co.
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Tennessee Stove Works
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Thermador Electrical Mfg. Co.
The Thermo-Rite Mfg. Co.
Thomas Industries Inc.
  Lighting Fixture Div.
Timber Engineering Co.
Trade-Wind Div.
  Robbins & Myers, Inc.
The Trane Co.
Trinity Div.
  General Portland Cement Co.
Tyler Pipe & Foundry Co.
United States Ceramic Tile Co.
United States Gypsum Co.
U. S. Plywood Corp.
United States Steel Homes
  Div. United States Steel Corp.
Universal C.I.T. Credit Corp.
Universal-Rundle Corp.
The Upson Co.
Uvalde Rock Asphalt Co.
  Azrock Products Div.
Van Packer Div.
  The Flintkote Co.
Velsicol Chemical Corp.
Ventrola Mfg. Co.
Vermont Marble Co.
John C. Virden Co.
Visking Co.
  Div. of Union Carbide Corp.
Wahlfeld Mfg. Co.
William Wallace Co.
Ware Aluminum Windows, Inc.
Washington Steel Products Inc.
Waste King Universal
Weil Pump Co.
Weiser Co.
Welbilt Corp.
Welsh Plywood Corp.
West Coast Lumber Inspection Bureau
West Coast Lumbermen's Assoc.
West Virginia Pulp & Paper Co.
Western Brass
  Div. Olin Mathieson Chemical Corp.
Western Lock Manufacturing Co.
Western Pine Association
Western Red Cedar Lumber Assoc.
Western Veneer & Plywood Co.
  Teco Group
Westinghouse Electric Corp.
  Air Conditioning Div.
  Lamp Div.
  Major Appliance Div.
  Micarta Div.
  Total Electric Home
Weyerhaeuser Co.
  Lumber & Plywood Div.
  Silvatek Div.
Whirlpool Corp.
John Wiley & Sons, Inc.
Willamette National Lumber Co.
  Teco Group
Willamette Valley Lumber Co.
  Teco Group
W. M. Products Co.
Wood Conversion Co.
Wood Mosaic Corp.
Yeomans Brothers Co.
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  Subsidiary Borg-Warner Corp.
Youngstown Kitchens
  Div. American-Standard
Zegers Inc.

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De Marco Cabinet Mfg. Co.
Electro-Ray Mfg. Co.
Fabricon Products
Fibreboard Paper Products Corp.
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Flion Plastics Corp.
Forest Fibre Products Co.
Gladding McBean & Co.
Handsplit Shake Assoc.
O'Keefe & Merritt Co.
  Allied with Tappan Co.
Olympic Stained Products Co.
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Sani-top, Inc.
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Space Aeronautics	$1,298,000
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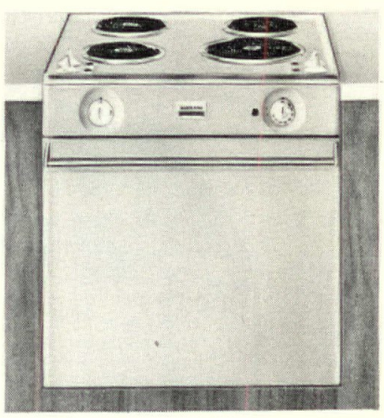
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It's a small miracle...the all-new Waste King Universal Drop-In Electric Range. You save as much as $110 in installation costs because this combination of full-size (19") oven and spacious four-burner cook top drops quickly—easily into a 2' x 2' x 2' recess. Fully automatic clock controls may be installed in a handsome remote panel. Manual controls are conveniently positioned right on the unit. Available in a choice of 5 smart colors. Here's the perfect product for apartments, vacation houses or smaller residential units. This "small miracle" has been Dreyfuss-designed to look better . . . Waste King Universal-engineered to cook better. It can help a little to put "Sold" signs on your front lawns. For complete specifications and information on the newest disposers, dishwashers and ranges, write to WASTE KING CORPORATION, Los Angeles 58, Calif.

New



WASTE KING
UNIVERSAL

New boss for West Coast's Fibreboard

Eustace W. Carey, 57, was elected president and chief executive officer of Fibreboard Paper Products Corp., big (1959 sales: $119.5 million) West Coast maker of wallboard paperboard, gypsum, and other building materials. He succeeds retiring President **William L. Keady,** who will continue as a director and head of the company's foreign operations.

Australian-born "Stace" Carey steps up from marketing vice president at a challenging time. The slump in residential housing (half of Fibreboard's sales go into new homes) caught the company in the midst of a $30 million expansion program. "We have a little bit of indigestion," Carey observes, with startup and shakedown costs of a $15 million Kraft-liner plant and two new gypsum plants. These cut earnings from $1.55 a share in the first six months of 1959 to 73¢ a share the first half of this year.



CAREY

Coming to the US from Melbourne with his family when he was three, Carey attended public schools in Chicago, then studied accounting at Northwestern University nights while working days. After receiving a two-year diploma in 1925, he went to work for an accounting firm, switched to US Gypsum, then headed by cantankerous **Sewell Avery,** in 1929, where he soon was made manager of the accounting department. When the depression struck, the company's customers began to founder right and left. Carey took to the field, saved many building materials' dealers from bankruptcy. "I found out that the credit department was a division of the sales department," he says. "Credit is a sales tool." Promoted to controller, Carey stunned the brass by asking to be demoted to salesman. He proved he knew what he was doing by building up the defunct South Bend sales territory remarkably—so fast he became Detroit district manager in a year, then general sales manager and finally vice president for personnel and organization.

After 22 years, Carey left US Gypsum in 1951 to run a building materials business in Indiana. In 1957, Keady, another Sewell Avery alumnus, lured Carey to San Francisco to help out at Fibreboard. Beginning as vice president for administration, Carey shifted two years later to his favorite field, marketing. Explains he: "We were quite minus in marketing and merchandising. We had to provide the field force with sales planning and organization."

Carey is optimistic about Fiberboard's prospects for next year. "Basically, the company is very very strong," he says and then adds, like a good Avery alumnus, "we have an excellent working capital position."

John R. Downs, executive vice president of the Home Builders Assn of Chicagoland for the last seven years, has resigned to set up his own business specializing in land development and site assembly for residential and other projects.

Downs, 42, has forged a top reputation as a trade association organizer and promoter. Among organizations he helped to set up: The HBA of Illinois, Council of Home Builders Organizations, Chicagoland Employing Contractors Council, Mason Contractors Assn of Cook County, Masonry Institute of Cook County, Mason Contractors Assn of America. He served as president of the NAHB executive officers council in 1957.

Urban Land Institute has named Dr **Jerome P. Pickard** of Washington, D.C. to head a new research program on what makes urban neighborhoods improve, decline, and recover.

Pickard, a onetime Fulbright scholar, has been research director of Hammer & Co Assoc, economic consultants, and the Washington Board of Trade. For ULI, he will undertake five related studies: 1) land uses in declining and stable areas, 2) real estate taxes, 3) use of eminent domain, 4) zoning and subdivision regulation, and 5) urban expressways.

RENEWAL: HHFA called in two professors to help remodel its rules for workable programs for small (under 2,000 population) towns. They are **John Reps,** head of Cornell's city and regional planning department; and **Philip Green Jr,** assistant director of the University of North Carolina's institute of government. The workable program—a sound community plan to fight blight—is prerequisite to public housing and renewal subsidies.

URA Boss **David Walker** has formed a ten-man federal urban renewal council to get top-drawer advice from private experts on how to redevelop the nation's cities and towns faster and better.

Who's on first? Two brokers claim individual FHA title

Two mortgage bankers are claiming the distinction of selling the first FHA mortgage to an individual investor. President **Arthur G. Pulis** of the Franklin Capital Corp., Newark,

Francis



FHA DIRECTOR CHARLES, ABRAMS & COSTA

N.J., reports that he sold a $13,000 mortgage to **Mrs. Marguerite L. Banks** of Savannah, Ga., July 28, 15 days after such sales were authorized by FHA. However, President **Aubrey M. Costa** of Southern Trust & Mortgage Co, Dallas, Texas, got the official nod for the first sale from FHA on the strength of selling of a $10,500 mortgage to **E. A. Abrams,** dry goods wholesaler, July 29. Says Pulis: "We should have notified Washington sooner."

Brown Whatley, past president (1952) of the Mortgage Bankers Assn, has stepped up from president to chairman of Stockton, Whatley, Davin & Co, big Jacksonville mortgage banking company ($26 million servicing), and Vice President **Jack Yates** has quit to join **Tom Coogan's** Housing Securities in New York.

Yates takes with him Stockton, Whatley, Davin's Puerto Rico business ($28 million servicing), and the right to use the old name for a year.

The two shifts follow by a few months the purchase by **J. E. Davis,** chairman of Winn-Dixie Stores, Jacksonville, of 150,00 common shares (at $11) of Stockton, Whatley, Davin (a non controlling interest). Succeeding Whatley as president is **J. J. Daniel,** a Jacksonville lawyer.

W. A. Clarke selling mortgage company to commercial banks

Even bigger news involving mortgage names was shaping up in Philadelphia: the sale of W. A. Clarke Mortgage Co to two big commercial banks.

President **William A. Clarke,** 63, past president (1953) of the Mortgage Bankers Assn and onetime consultant on real estate credit to the Federal Reserve, has long contended that many mortgage banking firms must sooner or later merge or sell to banks. Now, said Pennsylvania realty and building men, he was set to act on his belief. The western part of his state-wide organization (Pittsburgh, Erie) would go to Western Pennsylvania National Bank. The bigger, eastern slice would go—at least for servicing—to First Pennsylvania Banking and Trust Co of Philadelphia, the state's second largest bank.

At mid-month, with contracts drawn up but not signed, Clarke declined to amplify details of the deal, which had been under negotiation since last November. But the word circulating in Philadelphia was that he would get about $2 million for his $200 million in servicing, would stay on the job as board chairman to run the bank's mortgage subsidiary.

Dean **Arthur B. Gallion** of the University of Southern California's school of architecture has become planning director for the Honolulu office of Harland Bartholomew & Associates, nationally noted city planning consultants and civil engineers. (The St. Louis, Mo. organization, headed by **Harland Bartholomew,** pioneer planner and former chairman of the National Capital Planning Commission, has prepared plans for more than 300 US cities, in addition to regional and county plans, annexation studies and slum clearance projects.) Gallion, FAIA, is the author of "The Urban Pattern," a standard work on city planning and design.

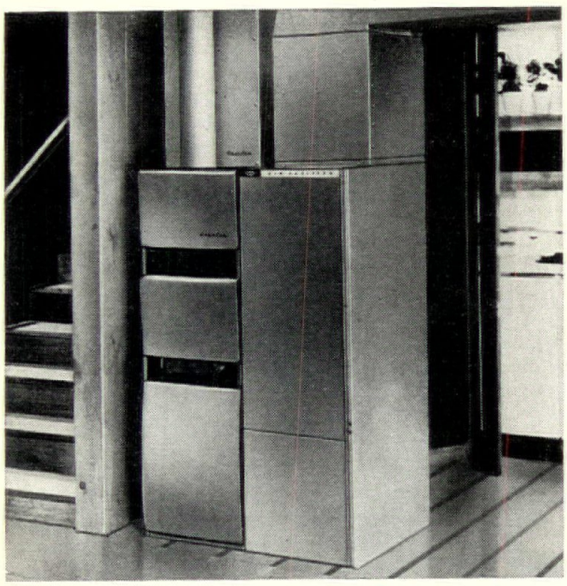
Prof **Henry Charles Burge** was named acting dean of architecture to succeed him.

INSTITUTES: **Elmer A. Lundberg,** director of architectural services for the Pittsburgh Plate Glass Co, has been nominated for the

continued on p 76

WHAT?
A HEATING SYSTEM

Announcing, Carrier's New 5-Dimension Heating Package That...



The key to this 5-Dimension Heating Package is the new Carrier Automatic Air Purifier—shown on the right of the Carrier Furnace.

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1. CONTROLS WINTER HUMIDIFICATION—

provides just the right amount of moisture all the time . . . never too little or too much.

2. PROVIDES WHOLE-HOUSE ODOR REMOVAL—

whisks away even such smells as cabbage and stale tobacco from every room in minutes.

3. AUTOMATICALLY CLEANS AIR—

reduces dust, dirt and pollen automatically, with constant efficiency, for a healthier home.

4. DELIVERS CONTROLLED HEATING—

maintains constant temperature within 2° of thermostat setting.

5. PROVIDES FOR ADDITION OF COOLING—

future installation of cooling unit is simple and economical.

WITH HOUSEWIFE APPEAL?

When you talk about removing household odors, easing the lady's cleaning problems, and maintaining comfortable, healthful humidity for her family, you're selling the woman on her own terms. And, of course, well-regulated heating and the possibilities of future cooling are considerations that every member of the family is interested in. But the point is: Now, the heating system in your homes need not be just another commodity—it can be a potent, sales-clinching feature when you install the Carrier 5-Dimension Heating Package.

Here's How 5-Dimension Heating Can Help Sell Your Homes

Have your salesmen put these questions to all your prospects, especially women:

1. How would you like to cut dusting and cleaning time in half?
2. How would you like to be rid of pungent food odors – like cabbage – as soon as the cabbage is eaten?
3. Is anybody in your family a hay fever or allergy victim?
4. Have you ever found an effective way of removing dense tobacco smoke and close, stale air when you have a party?
5. Do any of your children suffer from dry skin, eczema, croup?
6. Did you ever wish you could find a way to stop your valuable furniture from developing loose, creaky joints in the wintertime?
7. Will you consider installing air conditioning in the future?

You're going to get a lot of "yes" answers to these questions, and it only takes *one* to establish a big plus for your home . . *if* you have Carrier 5-Dimension Heating.

Prospects Can't Resist This Nose Test—Smelling Is Believing





Does the Carrier 5-Dimension Heating system really remove odors? In case your prospects have some reservations, the Carrier nose-test kit is a clincher. Put the odor cartridge in the Odor Control Demonstrator. Let the prospect smell how odors go right through an ordinary filter. Then, you can demonstrate how a few drops of Carrex fluid on a similar filter remove the odors before they reach the prospect's nose. It really works! And your Carrier Dealer has plenty of these kits on hand.

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presidency of the Producers' Council, national organization of manufacturers of building products and equipment. Lundberg, an architect, would succeed **H. Dorn Stewart,** president of the Barrett Division of Allied Chemical Corp. Other nominations: **Donald A. Proudfoot,** marketing manager of Simpson Timber Co, for first vice president, to succeed Lundberg; **Robert W. Lear,** director of marketing services for American Radiator & Standard Sanitary Corp, for second vice president; **Earl F. Bennett,** director of architectural sales for the Koppers Co, for secretary.

E. W. Douglass, general sales manager of Flintkote's Insulrock division, has been named president of the newly-organized Structural Wood Fiber Products Manufacturing Assn.

S&L executive named to head US Chamber housing unit

Stuart Davis, 47, president of First S&L of Oakland, Calif. has been appointed chairman of the US Chamber of Commerce's construction and civic development committee. He succeeds Highway Contractor **Fred I. Rowe** of Columbus, Ohio.

First S&L (assets 95 million) was founded by Davis' father, **William A.** Stu Davis went to work there in 1938 as a janitor after graduating from St. Mary's College. He became president in 1955. Last year, when the Davis family sold controlling interest in First S&L to Great Western Financial Corp, he joined the board of directors of this large (assets: $661 million) S&L holding company.

As head of the 31-man committee, Davis will supervise the US Chamber's work in housing, community development, construction statistics, building codes and federal operations affecting building. High on its agenda is a plan to revise and reissue a 1951 booklet, "Building Codes and Construction Progress," which helped sell the idea across the nation that cities should adopt model building codes by reference instead of by the expensive and time-consuming process of drafting and publishing their own rules.

E. F. "Al" Walsh, former (1946-58) director of promotion for the Structural Clay Products Institute, has been appointed to the new post of director of intra-industry relations for the Natl Retail Lumber Dealers Assn. According to NRLDA President **Paul V. DeVille,** Walsh will coordinate the national association's service activities with state and regional building materials associations and will also develop new programs and services for members.

DIED: **Wesley R. Becher,** 59, founder and board chairman of Radiant Baseboard Panels, Inc, Newington, Conn., July 7, at Hartford; **Ira L. Rupley,** 80, a founder and, at time of his death, executive vice president of Centex Construction Co., July 12, at Dallas; **Meyer Herbert,** 61, realtor and secretary of the Chase S&L, Philadelphia, of wounds received in a gun battle with a robber trying to hold up the S&L, July 26, at Philadelphia; **John F. Magee,** 67, board chairman of Alpha Portland Cement Co., Aug. 3, at Easton, Pa.; **Landon C. Bell,** 79, former (1931-35) board chairman of the W.M. Ritter Lumber Co., Columbus, Ohio, and an organizer of the Hardwood Manufacturers Institute, Aug 8, at Falls Church, Va.; **William Laird Dunlop,** 51, executive vice president of Walker & Dunlop, Washington, D.C. realtors and mortgage bankers, Aug 7 at Cape May, N.J.

CANADA:

Builders get direct loans as sales sag

The Canadian government this month began to give housing some of the mortgage infusions builders have been crying for all summer.

Central Mortgage & Housing Corp (Canada's FHA plus HHFA plus Fanny May) will give builders NHA mortgages for as many homes as they can presell. Buyers must have incomes of $7,000 or more ($7,600 for families with five children).

This free-wheeling injection of central bank money into mortgage lending will last only three months. After Nov 30, CMHC will revert to making direct loans only to homeowner applicants, it says.

Public Works Minister David Walker, the government's official housing spokesman, hopefully predicts the move will push starts in Canada to 125,000 this year (vs 141,345 in '59). Builders are not so sure. They point to first half figures: starts off 35%, NHA loans off 62%. Says Executive Vice President John Caulfield Smith of the Natl House Builders Assn: "The rate of building is not being maintained at anything like the required level. If the 1960 target is hit (125,000 new homes) it will only be by the grace of building begun in 1959."

Cry 'politics'

Most builders contend Ottawa's offer is too hamstrung with restrictions to be much use. Some call it a political gesture. "Housing seems to have become the slave of the political considerations of the moment," says NHBA President Campbell Holmes of Toronto.

Holmes, and others, point to a combination of political straws in the wind which may worry the Tory government. Liberals won the two latest provincial elections (even managing to overthrow Quebec's notorious Union Nationale—in power since 1932—which was popularly supposed to have the electoral system so well rigged it couldn't be beaten). Winter unemployment rose to alarming heights last winter; there were still 400,000 unemployed in May. Works Minister Walker's announcement of direct loans to builders candidly says one aim is "to provide more employment opportunities during the winter." And the new $7,000 to $7,600 income limits represent a $2,000 boost from the old eligibility ceilings of $5,000 to $5,600.

Since mid-1957, when the Tories came into power, some $1 billion of central bank credit has been pumped into housing (vs less than $150 million by the Liberals previously). The loans have produced 91,000 units, including 21,000 apartments. The money has been put out either as direct loans (as in the latest dose) or as agency loans, whereby the governments puts up the money and private lenders provide servicing for a fee, with the option of subsequently taking over the loans.

Slow sales

Builders say little about what many mortgage men insist is back of housing's slowdown: sales are not as good as they should be. Explains the head of the mortgage department of one of Canada's biggest life insurance companies in Montreal: "It's not so much a case of complete overbuilding; rather that there are too many poor houses in bad locations . . . The market needs a good shakeout."

So life companies, Canada's only lenders doing much mortgage lending now, are selecting builders and projects very carefully. Their caution is reflected in Walker's warning that a builder will be turned down for a direct loan "if he already has a stock of unsold houses or insists on reproducing a house type of which there is already a number completed and unsold in the immediate market area."

Said NHBA's John Smith in Edmonton: "The new house market is fundamentally sound. There may be unsold houses in some parts of the country, but having an inventory is not a bad thing in itself. The store that is well stocked does the most business."

How sales, starts are going in major Canada markets

Maritimes: Starts are off 40% from last year. "Yet," says Halifax Builder Bernal Sawyer who is NHBA's Atlantic regional vice president, "there are only 72 unsold houses in the whole region. The only soft spot is in the market for homes over $15,000."

Montreal: "The shortage of houses for sale is becoming a more serious problem than the shortage of mortgage money," asserts Builder Michel Langelier. His view is not shared by many other builders, who point to Montreal's 250 unsold houses at the end of June—vs only 64 a year ago. The big sales barrier is the high vacancy rate in many cheap apartment buildings built last year. Owners are cutting rents, offering carpets and "furniture allowances" to entice tenants.

Toronto, with Vancouver, is probably Canada's worst area for unsold houses. Many are in the over-$20,000 bracket, thanks to Toronto's high land costs ($6,000 and up per 50' lot). Yet the usual exceptions prevail. Consolidated Building Corp., Toronto's biggest builders, say sales were never better. "Sales were running at 150 a month during the first six months," says President Noel Zeldin, "compared with 80 a month last year." Consolidated builds largely in the under-$15,000 market on far-out subdivisions, counts on souped up promotions to lure buyers 25 miles and more out of town."

Prairies: Starts are off in every major city. *Winnipeg,* which had an early slow-down in starts last year, was off 19% in the first half (1481 vs 1835). But there were 166 unsold homes at the end of June (vs only 108 a year ago). *Edmonton* builders got only 18% of the NHA loans they did last year in the first six months and starts were off a whopping 60%. But sales are ahead of 1959. *Lethbridge* Builder Robert Young, NHBA's Prairie regional vice president, blames "insufficient discretion by CMHC in allocating these loans." He says there are still too many "in-and-out" builders who leave career builders to pick up the pieces at the end of the easy period.

Vancouver: Canada's No. 3 housebulding city, with more builders than even Montreal or Toronto, is a glutted market. Says President Norman Kelsey of the Metropolitan House Builders Assn: "It is obvious by the number of properties up for sale that many people here have bought over their heads." Starts are running 50% below 1959 figures. NHA loans are down to 10% of year-ago levels.

Letters

January: a collector's item?

A week ago I started to look for our file copy of the January 1960 issue. It had mysteriously vanished. The Miami Public Library, with an excellent reference department, thought they had it on file, then found someone had purloined it. A check among some of our architectural clients also showed that the January 1960 issue must indeed be a collector's item, for theirs too had disappeared. Could you possibly send us a copy?

MILTON V. O'CONNELL
J. Robert Rowley & Assoc
Miami.

Housing starts

Your readers would, I think, be interested in a check of actual new housing starts in Richland County, Ohio compared with the number reported to the Bureau of Labor Statistics.

During 1957, 1958, and 1959 actual new housing starts in all of Richland County—non-farm—totaled 2,755. Of these only 345 (297 for the City of Mansfield and 48 for the City of Shelby) were reported to the Bureau of Labor Statistics in Washington.

This means that, in a typical county in Ohio, for those three years, nearly 87% of actual new housing starts were not reported to Washington.

A similar study of actual new housing starts in many other areas of the US might show the same discrepancy between actual new housing starts and the number reported to Washington. Dr. Robert W. Burgess, director of the Census Bureau, has a job on his hands.

H. KENNETH DIRLAM, *secretary*
Mansfield Building & Loan Assn.

Correction please

In June [News] you give data about the 24 largest housing market areas from building permit figures issued by the Census Bureau. Neither Memphis nor Minneapolis-St Paul are included in this list. Census Bureau Construction Reports series C40, No. 8, Feb 1960, gives the following information: Memphis metropolitan area in 1958 had building permits issued for 6,173 dwelling units and in 1959 for 7,790. Minneapolis-St Paul in 1958 had 13,161 dwelling unit permits issued and in 1959, 14,149 issued. Local official building-permit information indicates slightly higher totals. This means that in 1959 Minneapolis-St Paul ranked 11 in the nation and Memphis 19.

GEORGE B. LONG, JR
Real estate research director
Schumacher Mortgage Co
Memphis.

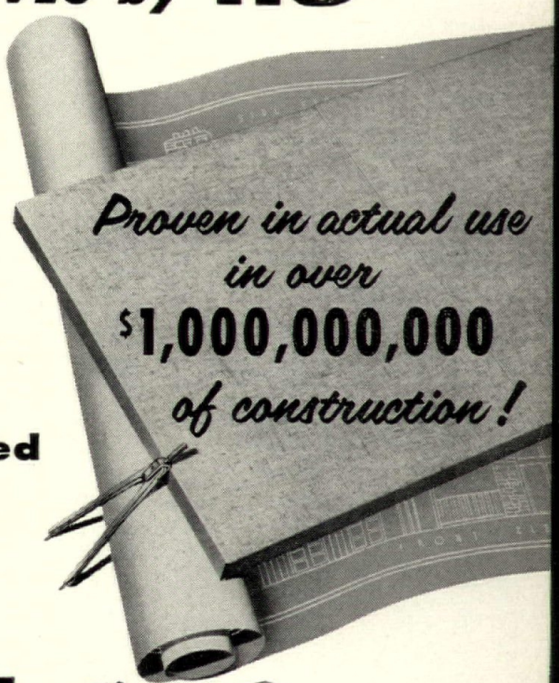
Reader Long is right. H&H's data also came from the Census Bureau, but from an incomplete listing.—Ed.

Round table

I have read many informative, constructive articles in HOUSE & HOME. Some favored wood, some were not so favorable, but all were noteworthy for a straightforward approach. "The use of wood in tomorrow's house" [June], is one of the best analyses of wood and its consuming market that I have ever seen.

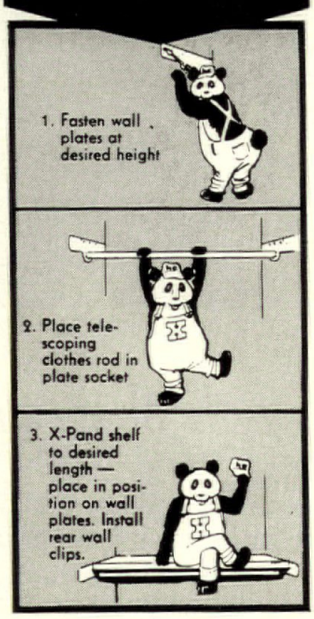
T. L. O'GARA, *merchandising manager*
Lumber & Plywood Div, Weyerhaeuser Co
St Paul.

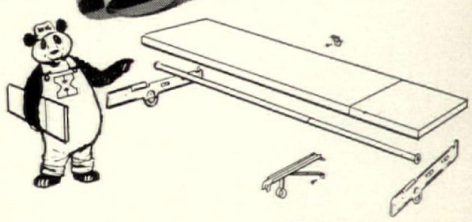
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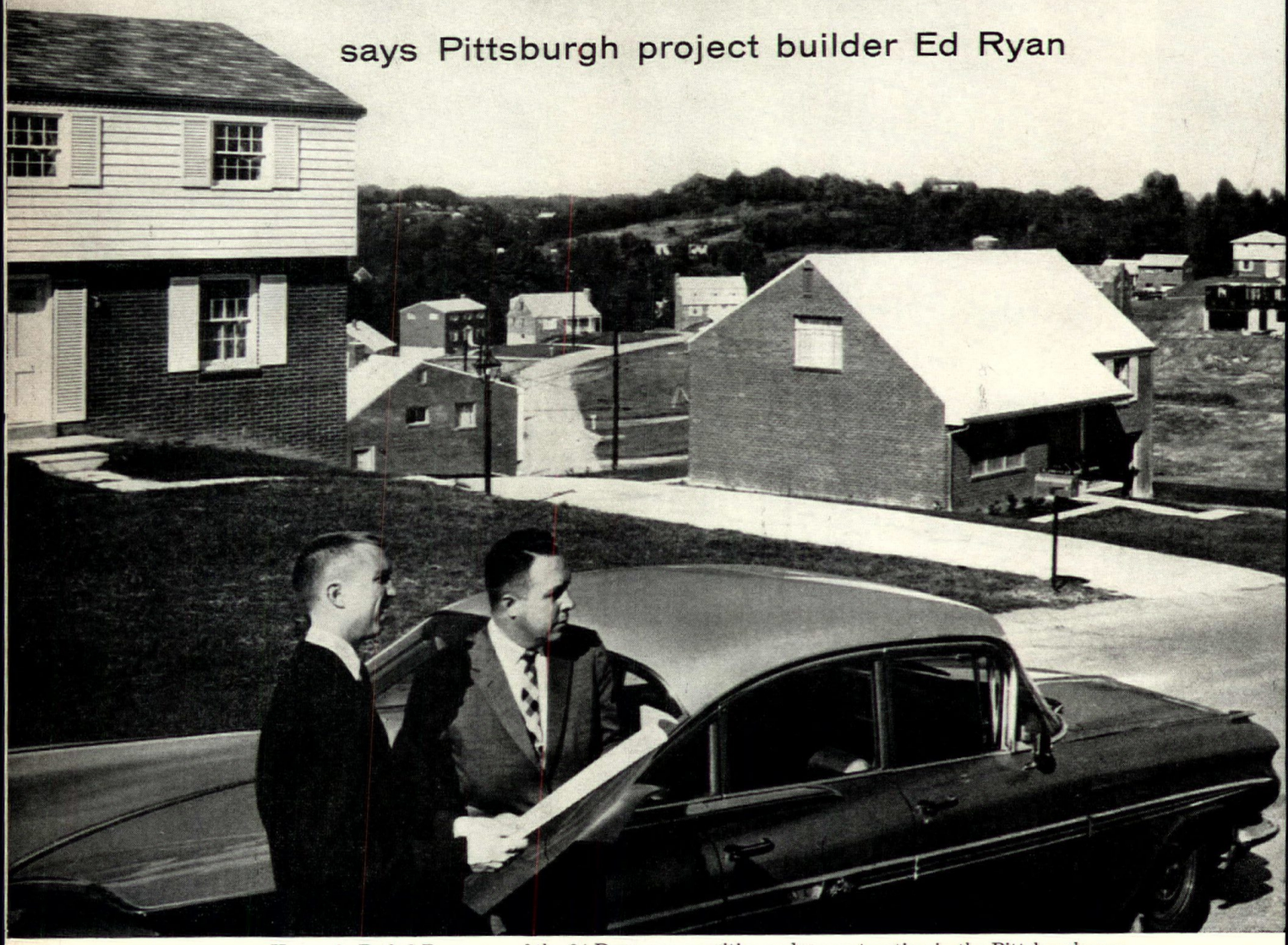
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We save more than 30 man hours each day with Andersen Strutwall*

says Pittsburgh project builder Ed Ryan



Homes in Bethel Boro, one of the 24 Ryan communities under construction in the Pittsburgh area.

Pittsburgh builder now uses Strutwall on lower priced homes!

"*For a long time we've considered Andersen the best window in the market,*" Ed Ryan says. "But we never used Andersen in our lower priced homes because we thought we were installing other makes of windows at a lower cost.

"Last year we made a complete window cost study including materials and labor. We did everything but count nails. Then we compared costs with Strutwall.

"Our total savings with Strutwall exceeded 30 hours each day. Materials savings are also big," Ed stated.

Andersen Strutwall fits any type of frame construction, including panel systems. Precision-nailed and glued at the factory, Strutwall fits tighter and looks better. Practically eliminates the chance for on-the-job errors, final adjustments and callbacks that eat into profit. And the Andersen name *can* help you sell.

For help in figuring the actual Strutwall savings in *your* operation, call your nearest Andersen dealer or phone Andersen direct.

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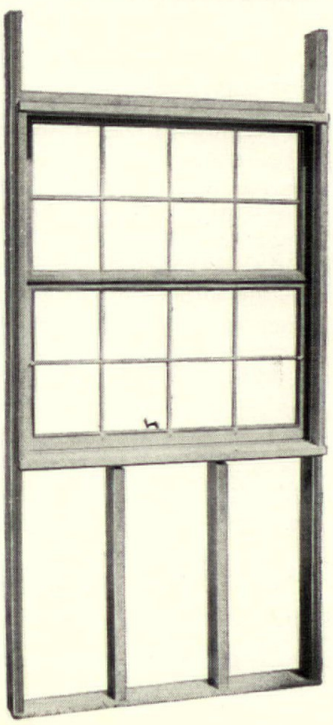
Nationally known Pittsburgh project builder Ed Ryan, president, Edward M. Ryan, Inc. He's building in 24 development areas, selling 32 different models.



Smaller crews busy all the time! This is what Ryan's time studies showed Strutwall could do. Saved waiting for materials, too. To install Strutwall, cut two load-bearing side struts to fit header construction... nail to adjacent studs.



Materials saved: At Ryan's Williamsburg Village development, engineering team measures window framing material. Strutwall eliminated cutting, inventory and eventual fitting of 47 cripples of 14 different lengths, jack studs, sill plates, blocking and headers.



New flexibility in design with Divided Light Strutwall

plus tightest joining of window and wall. Completely pre-assembled with load-bearing side struts, nailers, lower jack studs, hardware. Optional: plywood box header and sheathing factory-applied. Shown: New *Divided Light* Strutwall.



Picture window view at lowest installed cost! Strutwall adds extra sales appeal to this economy Ryan unit. Wide range of styles and sizes allows maximum design flexibility. Another plus value: Ryan's interior decorator found the units wonderful to work with.

Mr. Builder...

the elimination of these



...protect your business reputation

The effective function of a structure and almost all the products used within a structure is greatly dependent on the protection provided by a true vapor seal. This fact is even more prevalent in today's expertly and tightly constructed buildings . . . old structures permitted moisture to escape while buildings built today with the benefit of better design and construction techniques along with modern materials trap this moisture inside and the problems resulting from excessive moisture soon follow. Dampness, window condensation, paint and insulation failures, mildew, rust and rot are problems that *can be eliminated* if a true vapor seal is used to isolate the structure from the site, the source of 80% of moisture that enters the structure. Because of pride of design and pride of construction, architects, and builders will not permit the use of inferior materials above-grade . . . it is even more important that the *best* vapor seal is used below grade. Protect your structure, the products within, and your business reputation by specifying and using the best vapor seal available — PM!

OUTSTANDING FEATURES OF PM*...

- Waterproof and virtually vaporproof. Water-vapor transmission rating is only .0066 grains per hour per square foot. Compare this rating to other products offered as vapor seals.
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- "PM" may be installed directly over tamped grade or fill . . . does not require gravel or sand bed. Joints are sealed with Catalytic (Non-Setting) Bonding Asphalt. Provides a *monolithic* vapor seal that will expand and contract in direct ratio with the concrete under which it is placed *without breaking bond.*
- "PM" will effectively function for the lifetime of the structure . . . important, because a vapor seal must function permanently—it cannot be replaced at a later date.

COMPARE "PM" FEATURES WITH ANY OTHER VAPOR SEAL AVAILABLE . . .

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- CM-60 Polysulfide Joint Sealer
- Sewer Joint Compounds and many - many others.

problems is of prime importance



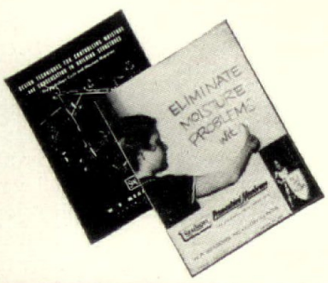
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*PM is a recognized abbreviation for "Premoulded Membrane," the original *true* vapor seal.

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- CATALOG No. 1660 . . . tells need for a *true* vapor seal and how PM meets this need. Provides application-data, product specifications and installation-information.

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Published by TIME Incorporated

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House in Lynnfield, Mass. by Architect Royal Barry Wills

Photo: Lisanti for Good Housekeeping

COMING NEXT MONTH

House & Home's annual issue on apartment houses



Looking for new products, Hanslin spent 13 months talking to manufacturers, architects and builders, and magazine editors. Here he is checking displays at the Architects' Samples Corp, New York.

Walter Doran

Realty man Emil Hanslin finds a new idea to make houses more saleable

"Too many new houses aren't really new—they're pretty much the same as houses built 20 years ago.

"And the new house that isn't really new is a serious sales handicap. It's hard to sell people out of their old houses unless you can show them that they'll actually get something new and better."

Emil Hanslin should know what he's talking about. He is a partner in the Robert Stone Co, a realty firm that specializes in new-house sales for 62 builder-clients in suburbs around Boston. The firm's 1959 sales volume: 600 new houses (H&H, Dec '59).

Hanslin decided that the best way to increase his firm's sales volume was to do something about these "new houses that aren't really new." He reasoned that the problem is threefold:

"The typical smaller builder hasn't the time to find and test new ideas and products and he can't afford the often high cost of pioneering their installation.

"The smaller builder finds it difficult to interest an architect in working with him for better design in his houses—moreover, he feels he can't afford the architect's fees.

"And even if the smaller builder could solve these two problems, he hasn't enough volume to justify the expense of setting up and maintaining a full-scale merchandising program to promote the new ideas and better design."

Hanslin figured that the realtor—the man who does the selling for the builder—is the one man who can best help the builder get new and better houses. Hanslin translated this idea into a five-step program for the Robert Stone Co:

1. Commission a top flight architect to design a prototype house for the Boston market.

2. Make sure that this house takes advantage of every new product and every new idea that will make it more saleable.

3. Build the prototype house. Use it to learn how to install unfamiliar products and materials. And use it to show how much sales appeal a better designed, better built, and better equipped house can have.

4. Pass along to builder-clients the know-how learned in building the prototype house and using the new products and ideas.

5. Advertise the prototype house and make the plans and specifications available on a royalty basis to builder-clients.

Here is how Hanslin applied his formula to get more saleable houses

He went to the architectural firm of Royal Barry Wills & Assoc, retained them to design a basic house (with a number of variations). Hanslin agreed that the Robert Stone Co would police the sale of the plans to builders, would see that the plans weren't altered, and would collect the royalties for the architect.

Then, in cooperation with Wills, Hanslin started looking for good new ideas and good new products that would make the house different and better. He spent over a year searching, selected those he thought would have the most appeal in his market and in the house that was being designed. (Hanslin's standard for newness: "It must be new to our buyers, not necessarily brand new to the industry.")

Finally, he put the plans and the ideas together and built his prototype house (shown on the following pages).

"Look what this program does for our builders," says Hanslin. "They know where to buy all these new products, how much they cost, and how to install them.

"They have a fine design they can duplicate for a reasonable royalty and a prototype house which, until it is sold, will serve as a model.

"And most important, both they and we have a really new house to sell.

"I think this is a copyable idea for any realtor who works with builders the way we do. I'm sure it would make money for him and for his clients."

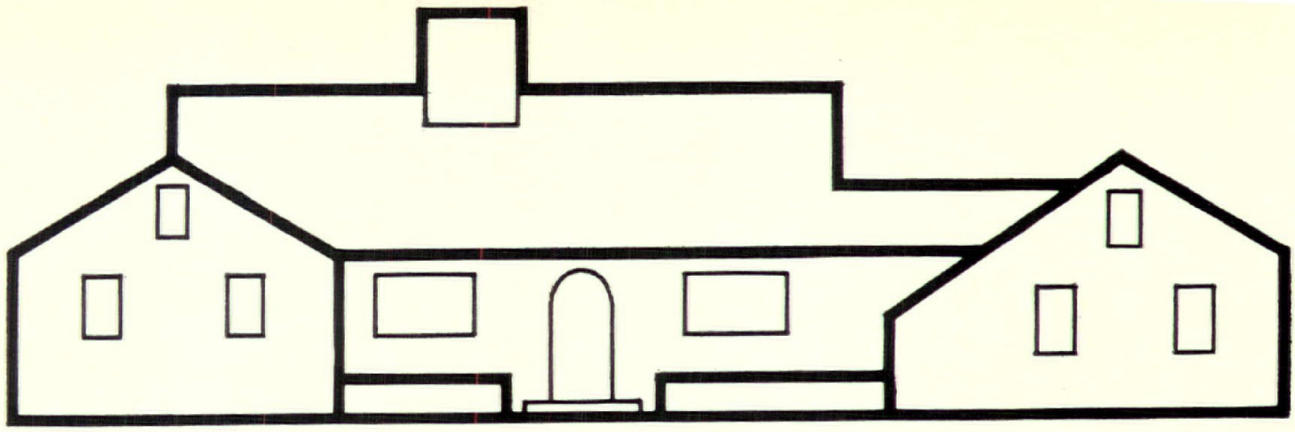
Local utility and others helped

In his search for ideas to make a more saleable house, Hanslin got help from many sources: magazine editors, manufacturers, trade associations, and especially from the American Gas Assn and from his local gas utility company. Says Hanslin:

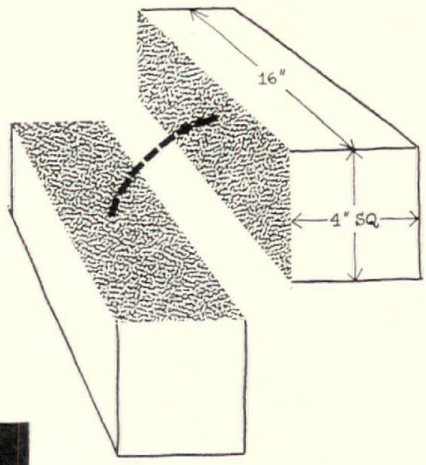
"We were amazed at the lengths people were willing to go to help us. Here's an example:

"When the time came to pour the floor slab for the lower level of the house, the ground was frozen solid. Our local gas company heard about it and promptly sent a truck loaded with five brand new portable gas heaters. A crew uncrated the heaters, hooked them up, and turned them on. Within 24 hours the ground had thawed enough so that we could go ahead and pour the slab."

What makes a new house really new? Turn the page for Hanslin's answer ▸

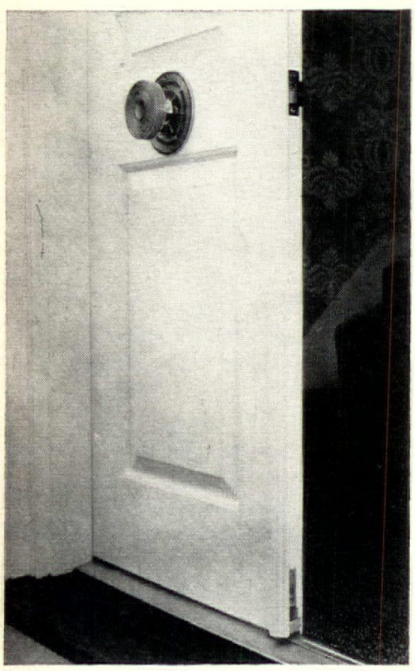


New materials and new ideas like these make even a traditional exterior up-to-date

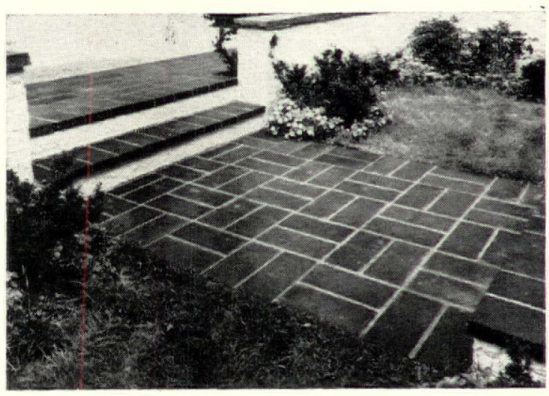


SPLIT BLOCK VENEER. "The entire exterior of the house is made of standard 4" x 4" x 16" split concrete block, painted with new Sherwin-Williams A-100 white latex paint. While these blocks are often used for accent in our area, this is the first time they have been tried here as the basic exterior finish. And it is the first time they have been painted this way. While the materials cost is somewhat higher than for used brick, each piece of split block is equivalent in size to four brick, so the blocks go up much faster. The over-all cost is the same as brick but the construction time is less."





DOUBLE-DOOR LATCH. "Schlage sells this automatic latch which supplants the old top and bottom mortise latches. When the active door is opened, the other door is also unlocked."



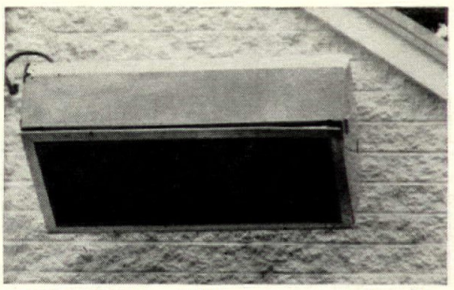
PAVING-BLOCK WALKS. "We use 2"x8"-x16" blocks. They are much cheaper than flagstones and can be laid in sand in any pattern. We think the darker earth colors are the most attractive."



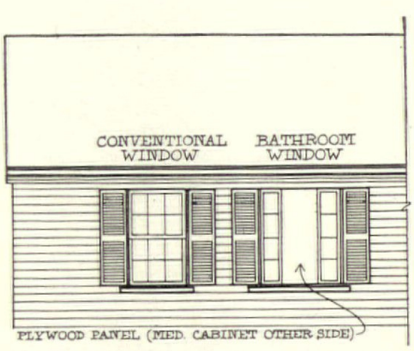
Lisanti, Good Housekeeping

ALUMINUM ROOF. "This is quite expensive—$38 a square vs $22 for a conventional roof. But it goes up much faster, because one man can carry a whole square at a time up to the roof, and because there is only one nail per shingle.

"The aluminum is a wonderful heat reflector. It has permanence, an important point to buyers. And the heavy shingles make a very attractive shadow line. These are by Reynolds."



PATIO HEATERS. "There are two of these Perfection units over the patio and they really make it comfortable even on chilly nights. They're gas fired and electrically ignited, cost about $135 each."



BATHROOM FENESTRATION. "We didn't want the master bathroom window (right) to break the fenestration pattern of the house but we didn't want a full-size window in the bath. So we built a medicine cabinet between two narrow windows, backed it with a piece of plywood on the outside, put shutters on either side.

"Inside, this gives us a large, inexpensive cabinet, with deep windows on both sides to provide light."

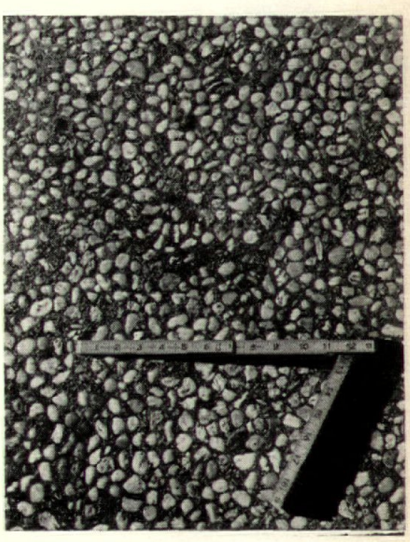
EXPOSED AGGREGATE WALK. "We think this is the cheapest way there is to make a plain concrete slab interesting. We got the idea from the Portland Cement Assn. Here's how it's done:

"We use a seven-bag mix of air-entrained concrete. It should have a small aggregate—no more than ¾".

"Next we take stones (they should pass through a ¾" screen) and spread them by hand on the screeded slab. They must be even and there should be enough to make the density shown in the picture.

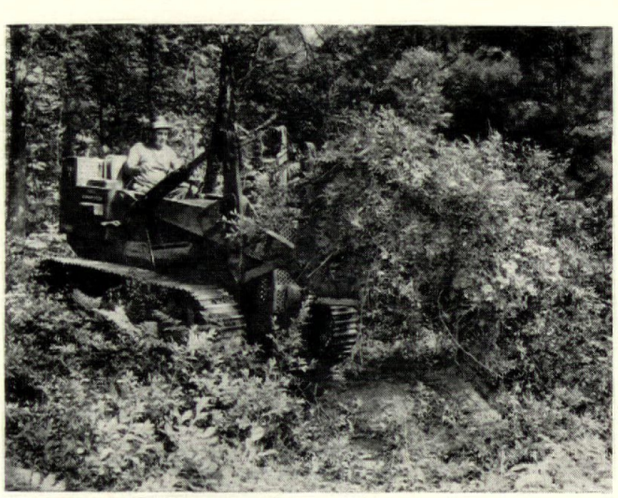
"The stones are patted down with a darby until they're almost flush with the slab. Then they're floated until they're just below the surface.

"Finally, when the cement has begun to set up, the surface is washed with a hose and a brush till the stones are very slightly exposed. Then we put on a silicone sealer called Silasheen."



The products shown here were selected for the Robert Stone Co house by Emil Hanslin who believes they are new to the Boston suburban market. All quotations are Hanslin's.

Photos: Richard Merrill



INSTANT LANDSCAPING. "Our problem was to put a ground cover over area we had denuded for septic tank fields.

"We took a tractor-loader to an adjacent lot (left) and skinned off a blanket of grass and foliage 6" thick and 6' wide (some of the bushes were 8' high). Then we carried the blanket to the bare spot and spread it out. Everything lived and the area



(right) looks as though it has been there for a hundred years.

"The loader bucket carries about 15' of turf at a time. We covered 2,000 sq ft of ground and the job took just five hours for the tractor and one laborer.

"To cover other bare areas, we spread wood chips which we got for free from a local tree removal company."

See how the ideas fit together ▸



Photo: Lisanti, Good Housekeeping

FRONT ELEVATION follows the low, rambling lines of a typical one-story colonial. Big chimney is the signature of Architect Royal Barry Wills.

The exterior is designed for New England taste

"We picked Royal Barry Wills as our architect," says Hanslin, "because we wanted traditional design for our market, and he is both the best and best-known architect in the colonial tradition."

Hanslin gave Wills a difficult assignment. Into this traditional design had to go all the new ideas and new products Hanslin was finding.

"We wanted the flavor of the past," says Hanslin, "but not the inconvenience of the past. We wanted this to be the newest old house ever built."

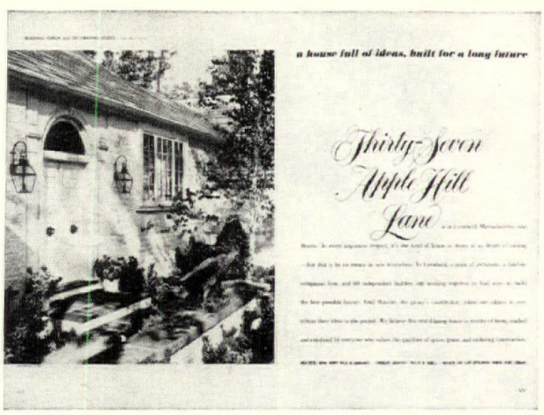
The house is intended to be built on a variety of sites, so its plan is necessarily flexible. It can be two level or one story, on a basement or a slab.

Says Hanslin: "We chose the two-level plan for the prototype house because we thought it would give us more space and let us do more exciting things, especially in the area of outdoor living. Then we selected a building site that would allow us to open the lower level on grade and also let us build a terrace outside of the dining room window on the upper level."

In addition to the prototype plan, Wills designed modifications that reduce the size of the house. Hanslin estimates the cost of reproducing the prototype at $50,000, the smaller versions anywhere from the middle 30s up.

"We built the house in this price class for two reasons," says Hanslin. "First, we needed a big house because we wanted to use a variety of ideas and materials and this would have made a hodge-podge of a little house. And second, we didn't want to overload a lower-priced house with a lot of luxury items. It wouldn't make much sense, for instance, to put a pair of $135 patio heaters in a $20,000 house."

"Our builders like both the house and the whole program," adds Hanslin. "At least 12 other houses like this one are under construction right now [early August] and we expect by September there will be as many as 30 or 40 started or about to be started."



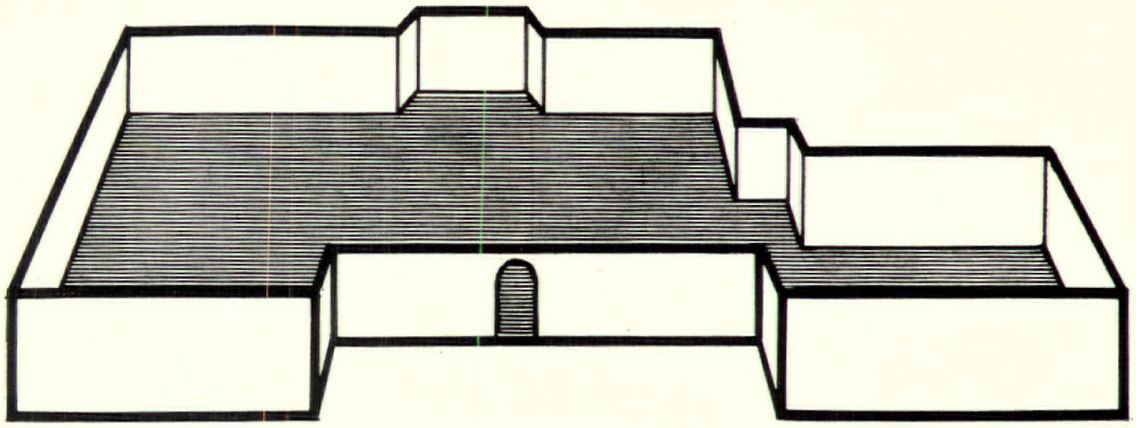
12,000,000 readers will see this house in the October *Good Housekeeping*

The magazine will devote 12 pages, most of them in color, to the house and its ideas. "We're tremendously grateful to *Good Housekeeping*," says Hanslin, "and especially to Mary Kraft, director of their building forum. They suggested ideas for products, planning, and decorating, and did a beautiful job of furnishing the house."

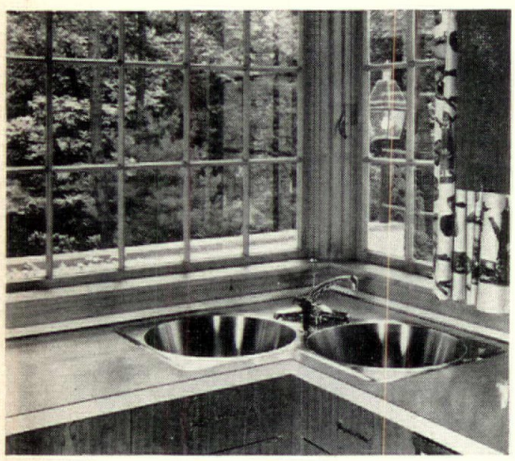


REAR ELEVATION shows how land slopes to the back, permitting the lower level to be on grade. "Checkers" in foreground are terrace seats.

What about the inside? ▸



The interior is full of ideas and products that help to make living easier and more fun



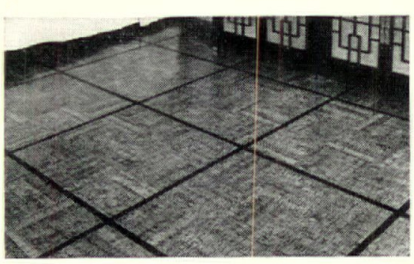
CORNER SINK. "There are two things we like about this Aeronca stainless steel sink. First, it's got lots of glamor. And second, it can go right in between the corner windows, giving a view of the terrace below."

Lisanti, Good Housekeeping



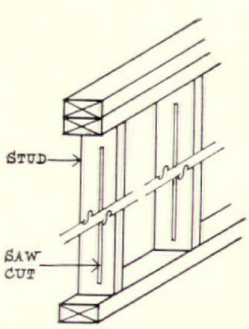
FLOOR LEVEL PLANTER. "We put this inside and under the dining room window. The foundation wall is dropped one block at this point, then a concrete piece is cantilevered just as if it were a fireplace base. The planter itself is a 10"-deep copper pan.

"We run a duct through the base to keep the plants warm, and there is a register to heat the whole window area."

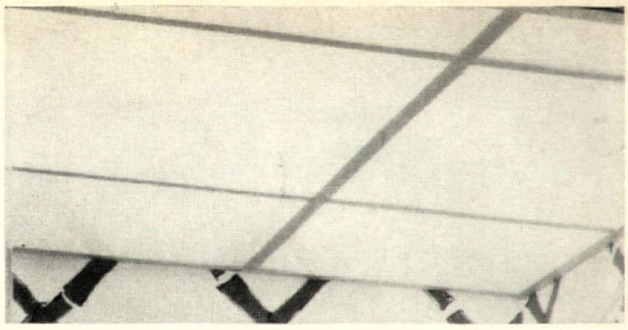


VINYL-CORK FLOORING. "This is a new material by Armstrong. It gives us the appearance and resiliency of natural cork with the toughness of a vinyl finish."

SOUND PROOFING. "To cut sound transmission through partitions, we make a saw cut down the center of the studs. So far as we can tell this system is just as effective as staggered studs, and there is virtually no cost involved.



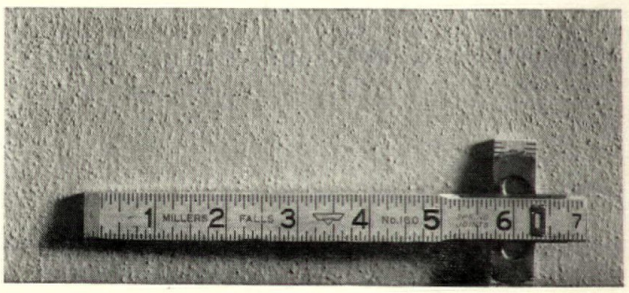




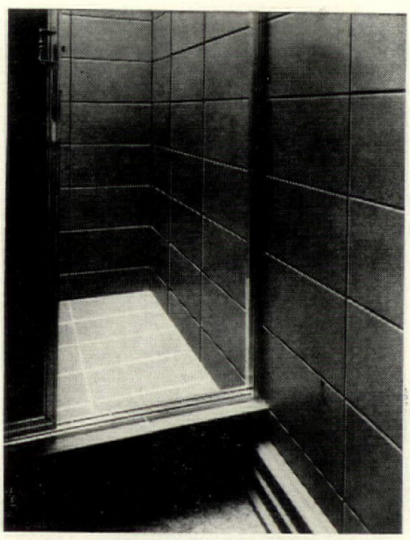
LUMINOUS CEILINGS. "The Owens-Corning Fiberglas 'Polarized Panels' we chose give a soft light, and let us use a higher ceiling without the fixtures showing through. The panels sit in an aluminum T-strip. We find it takes less than a day for two men to do the ceilings in the three baths, the laundry, and the snack bar. The panels cost 85¢ a sq ft plus installation." (Pattern at bottom of photo is wallpaper.)

DRESSING ROOM DRAWERS. "Result Inc of New York makes these drawer units for department store merchandise, but they provide very inexpensive dressing room storage. This 20-drawer unit costs us less than $44; the in-place price is about $50. The drawers are light and easily portable and you can see what's in them without opening them."

QUICK-DRYING PLASTER. "This is a revolutionary material that won't be commercially available for a few months. It's called Hardcote. Its two coats go on in one day, so it should cut two and a half weeks out of our construction time. It needs only 8% as much water as ordinary plaster and it's very hard, so it has less tendency to crack. You can give it any finish; we chose sand because it's simplest and fastest. We think the cost will be about the same as plaster."



The products shown here were selected for the Robert Stone Co house by Emil Hanslin who believes they are new to the Boston suburban market. All quotations are Hanslin's.

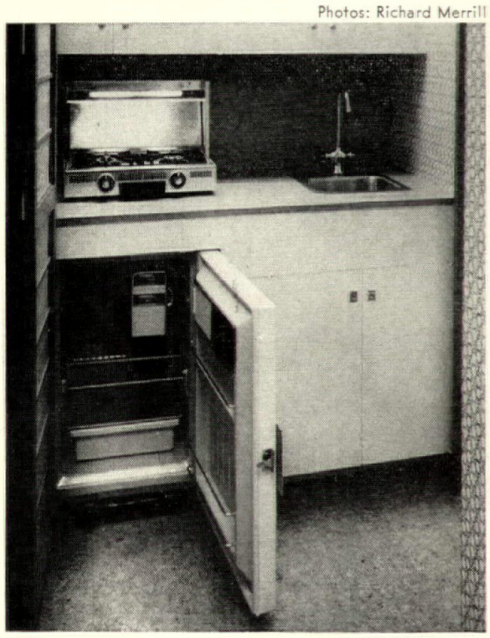


GLAZED-FINISH BLOCK. "In the lower level bath, we made the foundation wall do double duty by using a concrete block with a glazed finish on one side. The block has a plastic finish, called Spectra-Glaze, which is good looking and very easy to keep clean. The 12" blocks cost 80¢ each."

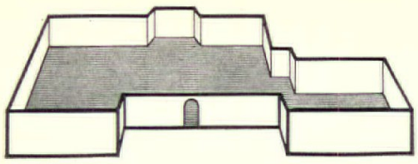
SNACK BAR. "In a two-level house like this, it is desirable to have entertaining facilities on both levels. This snack bar is on the lower level, cost us $375 including appliances, cabinet, and installation.

"We use a 4' Norco gas refrigerator, a two-burner Dixie drop-down gas range, and an Elkay stainless steel bar sink. The refrigerator in the picture is opening the wrong way because we couldn't find a left-handed model in time."

Photos: Richard Merrill



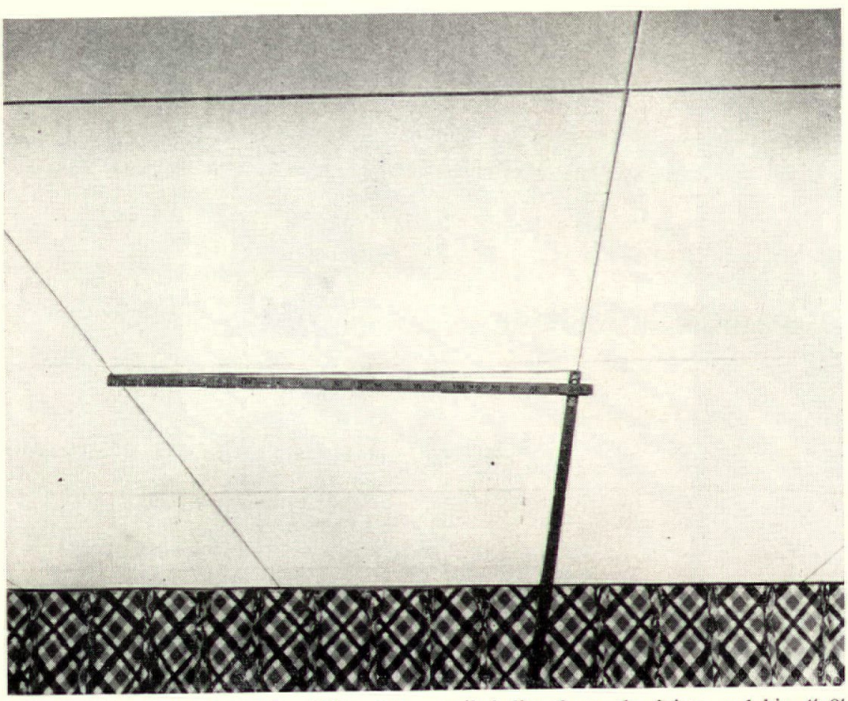
Now see how all these ideas fit together ▸



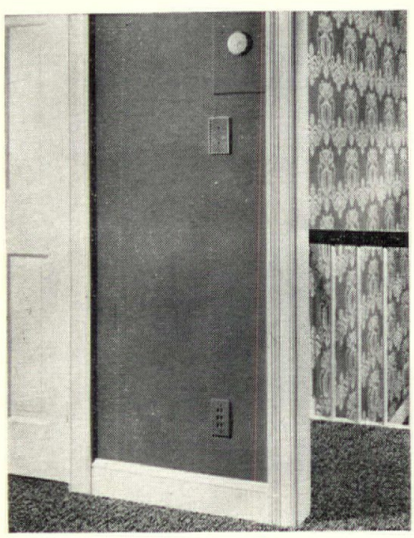
All of these ideas and products are new locally and some are not yet on the market anywhere



NEW TELEPHONE SYSTEM. "We're using a newly designed phone, called the 'Princess'. It has chimes centrally located on each floor rather than a bell in each phone. There is a door answering system, so that the housewife can pick up the phone and talk through a small speaker over the door. There is also an intercom system operating through the phone outlets in every room."



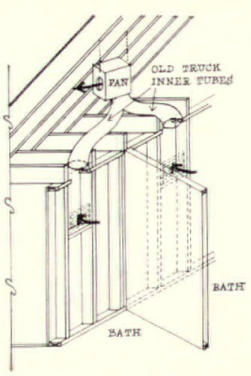
ACOUSTICAL CEILING TILE. "The new thing about this Owens-Corning Fiberglas product is that it comes in big pieces. We used both the new 2'x2' size (above), which is held in place by a metal spline nailed directly to the joists; and big 4'x8' sheets, which sit in a metal T-strip that hangs from the ceiling. Both sizes go up fast—two men put up all the tile in the house in less than a day."

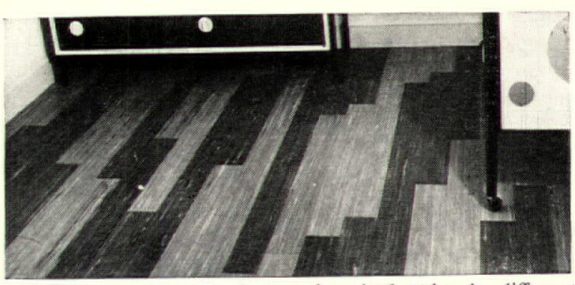


TRIPLE WALL PLUGS. "The top receptacle of each of these Bryant units is connected to the Bryant Fashion Plate wall switch in each room, so several lamps on different outlets can be put on the switch. We put these units in every room but the kitchen.

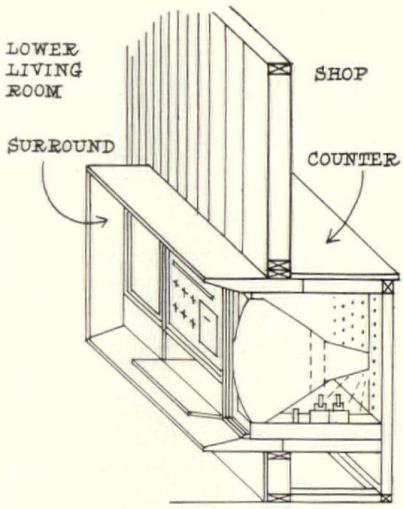
"We use a dimmer in both the upper and lower living room and it too is connected with the upper receptacles. The dimmer is by Luxtrol."

NOISELESS FAN DUCTS. "To reduce the noise from the bathroom exhaust fans, we moved them up into the attic area, hung them from the rafters, and used an old truck inner tube to connect them to the air outlets in the bathroom partition. You can't hear the motors in the attic as the rubber keeps noise and vibration from being transmitted."





STRIP FLOORING. "By laying the vinyl strips in different directions, we can make a room seem longer or wider. We used Kentile."



Lisanti, Good Housekeeping



COMMUNICATIONS CENTER. "The TV, radio, and all other electronic equipment are grouped in this one unit in the lower living room, rather than scattered in small units all over the house. It's cheaper to do it this way and much better looking.

"By pushing the machinery back into the wall we gain space in the living room. And although we lose some area in the room behind (the shop), we put a counter over it to gain some space back.

"The surround is the only millwork; everything else is rough carpentry. The whole job, less equipment, cost $120."



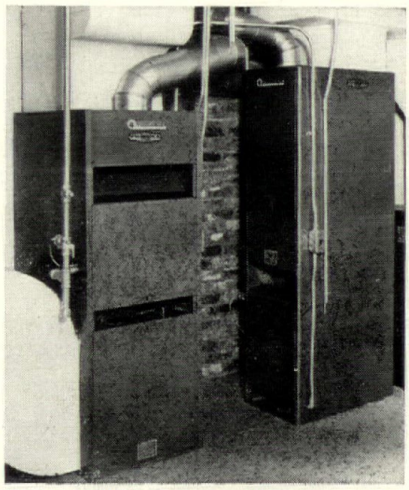
FIREPLACE HOOD. "We took this idea from the cover of the February HOUSE & HOME. We called the California designer who'd made it and he told us how.

"You take a heavy canvas rag, dip it into a thick solution of sal-ammoniac, and press it against the copper hood. The copper turns green where the rag has touched, stays copper-colored in the other spots. The sal-ammoniac also leaves a raised textured effect.

"The hood is made with inexpensive standing seams, costs about $90. The surface treatment costs less than $2."

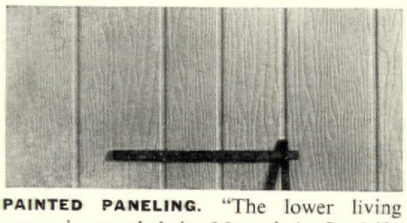
The products shown here were selected for the Robert Stone Co house by Emil Hanslin who believes they are new to the Boston suburban market. All quotations are Hanslin's.

Photos: Richard Merrill



TWO-FURNACE ZONING. "We use one furnace to heat each level. We found almost no difference in cost—the two units cost a little more than one big one, but we saved on ductwork. And there are big advantages for the homeowner:

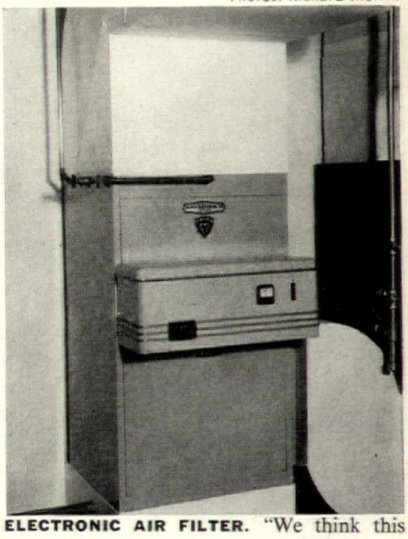
"It's a foolproof way to zone—no bypasses or gadgets to adjust. It's a cheaper system to operate when only one unit is needed. And it provides a safety factor in the event one unit breaks down. We used American-Standard gas furnaces."



PAINTED PANELING. "The lower living room is paneled in Masonite's Seadrift. The unusual thing we did with it was to paint it white."

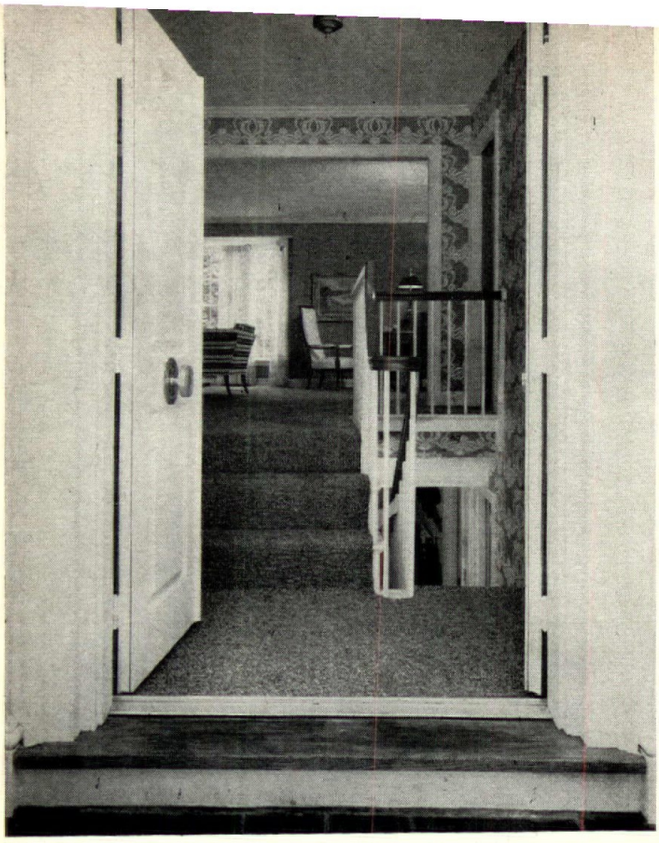
WALL-HUNG TOILETS. "They look new and smart and they have sales appeal because it's easy to clean under them. We used American - Standard fixtures."





ELECTRONIC AIR FILTER. "We think this unit has tremendous appeal for the housewife. It's almost an automatic house cleaner and it has a health appeal too. It is set in the return-air duct for the upper-level system. In-place cost of the Trion unit we used: $375."

More about the interior ▸

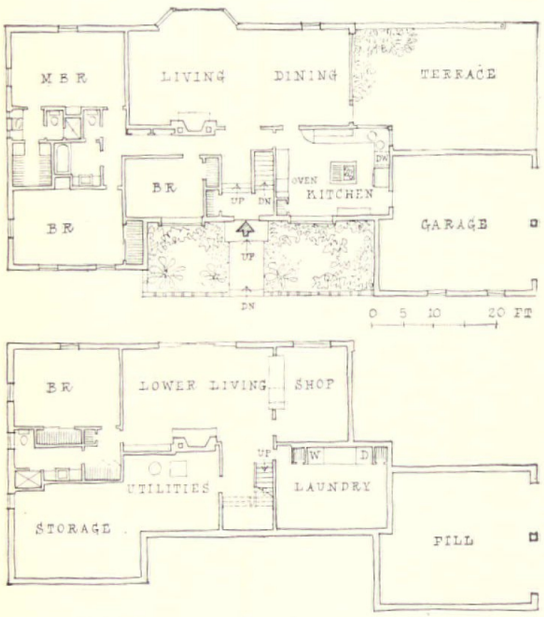


DOUBLE FRONT DOORS have traditional panels and heavy hardware. Entry, midway between floor levels, is impressive.

Richard Merrill



KITCHEN has every modern appliance, still retains old-fashioned feeling. See how painted refrigerator (center, rear) blends with surrounding woodwork.



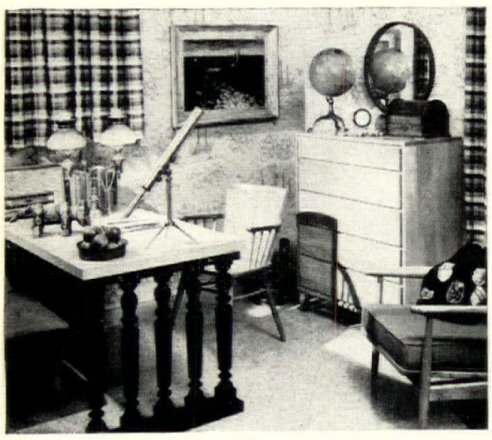
TWO-LEVEL PLAN puts formal areas upstairs (top), informal, service and utility areas on the lower level.

These rooms were planned for conservative buyers

"In this market," says Hanslin, "the family that buys a $50,000 house is usually a family of conservative taste. They want the newest conveniences and they want a modern plan, but they do not want to break away from the traditional background they associate with a prestige house.

"So we're letting them have their cake and eat it too. The kitchen, for instance, has all of today's appliances but there is no flashiness about it. Many floors are easy-to-maintain vinyl but their patterns are restrained and fit with the mood of the house. We have the most modern lighting and wiring but it is never obtrusive.

"And look at our floor plan [left]. It creates the informality that people want today but still doesn't interfere with the sense of elegance that they also want."







Photos: Lisanti, Good Housekeeping

BEDROOMS, furnished with unusual completeness, are spacious enough not to look cluttered. Master bedroom is at right, downstairs bedroom at left.

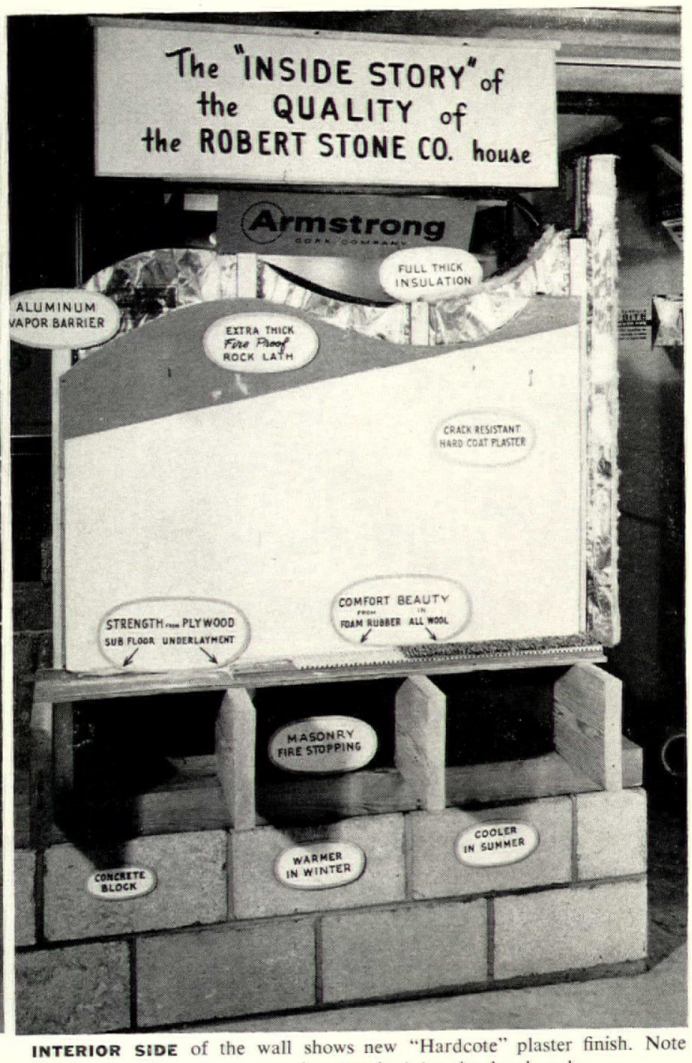


FIREPLACE AREA in upstairs living room typifies the house's mood of gracious living. Furnishings and decorations are by *Good Housekeeping*.

To make sure nobody misses anything ▸

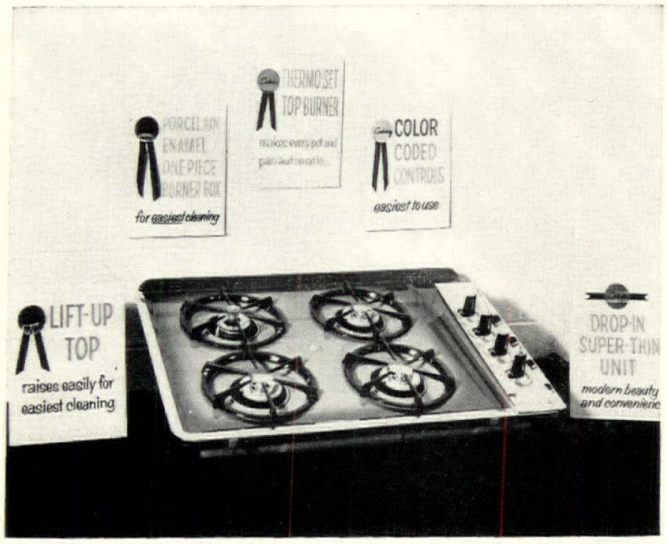


EXTERIOR SIDE of the wall is cut away to show veneer construction with split concrete block and features of the foundation wall.



INTERIOR SIDE of the wall shows new "Hardcote" plaster finish. Note the "Eastern brace" construction required by the local code.

Here is how Hanslin uses the garage to display products that help make his house new and better



GAS RANGE DISPLAY points up new automatic controls, easy cleaning, and color styling of new units.

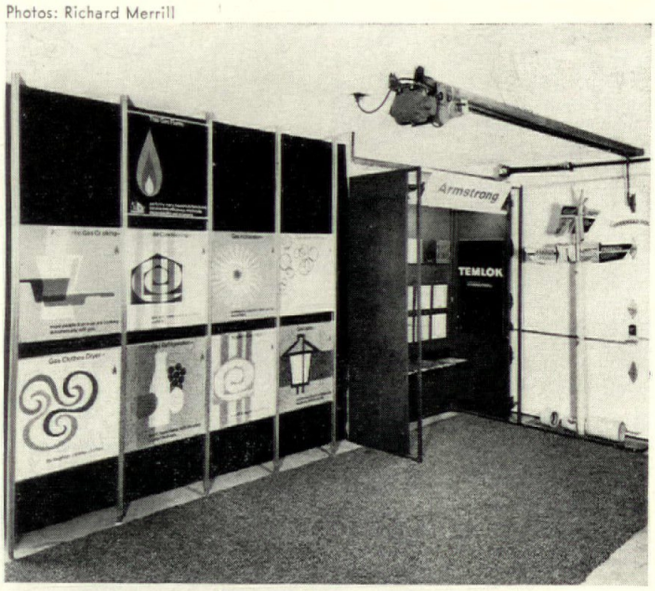
"We worked hard to create a traditional looking house," says Hanslin. "Now we have to work just as hard to show that under its traditional look the house is as new and up-to-date as a 1961 automobile.

"So we set up big displays that literally take the house apart to show just how modern it is. These cut-away wall sections show the structural system and the materials and finishes—many of them unfamiliar—which make the house superior."

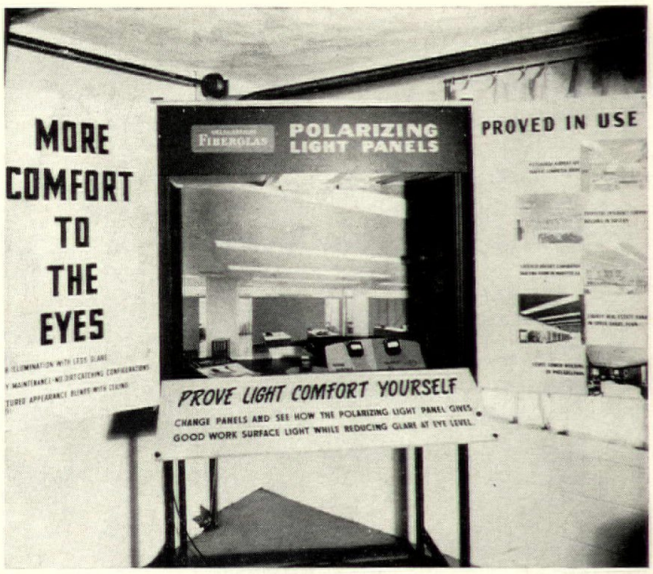
Hanslin also features displays that point up new ways gas is used in the house—gas refrigerators and gas air conditioning. And he has a "do-it-yourself corner" (opposite) where prospects can participate, can "feel the difference," "see the difference," and even activate displays by pushing buttons.

Says Hanslin: "Merchandising is the last step in our program and an essential one. It isn't enough to design and build a better house. You have to convince people. Every one of our 62 builders will benefit from a merchandising package that many big builders would envy."

Photos: Richard Merrill



GRAPHIC DISPLAY points out the many new gas appliances and new building products featured in the house. Displays like these are portable, can be moved when this house is sold.

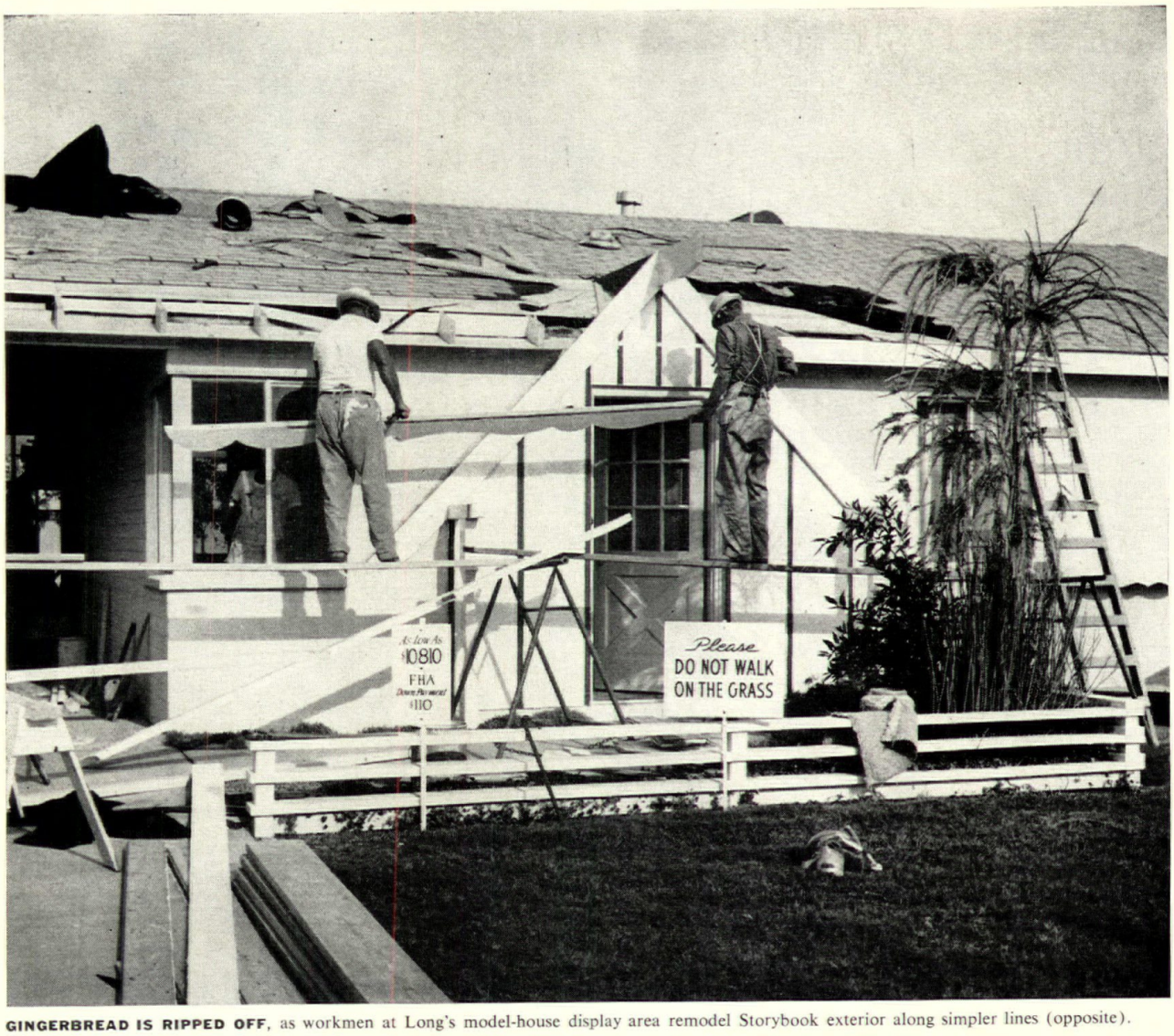


POLARIZING EFFECT of overhead light panels is demonstrated in this display. Panels are used in ceilings (see photo, *p 95*) of all three baths, laundry, and snack bar on lower level.



DO-IT-YOURSELF display allows prospects to see and operate many of the newest products, in some cases actually compare them with old ones.

/END



GINGERBREAD IS RIPPED OFF, as workmen at Long's model-house display area remodel Storybook exterior along simpler lines (opposite).

Is this the end of Storybook design?

It is as far as John Long of Phoenix is concerned.

Within the last 60 days, he has ripped off every scalloped fascia and flowerbox, every fake gable and diamond muntin, and every fancy outrigger from every one of his Storybook models. The new exteriors are much simpler and cleaner (for two before-and-after examples, see opposite).

Long's action may start a trend. There are two reasons for thinking so:

1. Long may be 1960's biggest builder; his sales so far this year are running 25% ahead of 1959.

2. He is famous for constantly seeking ways to improve both his product and his merchandising to catch swings in the market. His sales record indicates that his timing is generally right.

Here is why Long made this design change: Beginning earlier this year, he noticed that sales of his more conservative models were gaining at the expense of his Storybook models. In May, he introduced the clean-lined Bel Aire (photo below); and though this is one of Long's highest priced models (at $14,748), sales were "exceptional: as many as 18 a week." This record persuaded Long that Storybook had run its course for him.

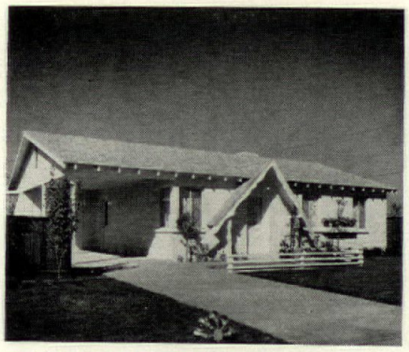


BEL AIRE TRIGGERED CHANGE: this model was introduced May 1, quickly outstripped Storybook models in sales, convinced Long to get rid of the gingerbread on all models.

Long made five other major moves this year to keep stirring up sales

Says Long: "To sell in today's market, you've got to make continuous changes and additions to upgrade your houses and market them wisely and aggressively." As part of his continuing program of change:

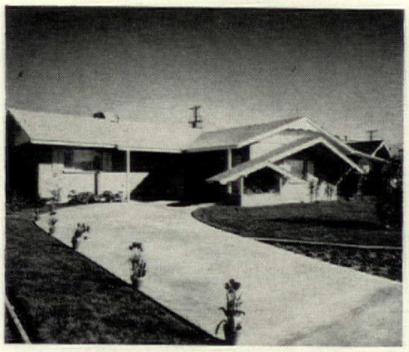
1. Long, one of the pioneers of 213 financing (H&H, Feb '57) is continuing to make mortgage news. This summer he offered five models (ranging from $10,810 to $12,980, including both models shown opposite) on these extraordinary terms: a maximum of $130 down, no closing costs, and no monthly payments until January 1, 1961. Say his ads: "You'll save hundreds of dollars . . . which you can use for



STORYBOOK EXTERIOR of Long's Shannon model had elaborate gable over entrance, exposed outriggers, diamond muntins (on front elevation only), scalloped flowerbox.



REMODELED EXTERIOR (right) has simple entry, larger window in living room (left of entry), trim fascia, and desert stone wainscoat that "lengthens" front elevation. This model has three bedrooms, 1½ baths, workshop area at rear of carport. Price: $10,810.



STORYBOOK EXTERIOR of Long's Hollander model had jigsawed trim, diamond muntins, and a huge eyebrow shading the garage window and planter.



REMODELED EXTERIOR (right) is much simpler, has low wainscoat extended beyond end walls to make house seem longer. This three-bedroom model has two full baths, separate entry, family room off kitchen, and enclosed garage. Price: $12,526.

Photos: Markow

furnishing your new home from the moment you move in." Pressed for details on how he does it, Long grins and says: "It's a trade secret."

2. He is continuing to introduce new models (like the Bel Aire). He now has ten model homes in his display area (vs seven in February) ranging in price from $10,405 to $25,950.

3. He is continuing to upgrade the interior of his houses. Within the last year he has added mahogany trim and doors throughout, better aluminum windows, a vanity in the master bedroom, a 40-gal five-year water heater (vs a 30-gal one-year unit), drawer units built into all closets, acoustic ceilings. Most recent change: upgrading a room divider into a solid wall with extra storage space. (For details on this program see H&H Mar.)

4. He is continuing to test new merchandising ideas. Newest: a plan to sell complete furnishings as part of the house package. Long made a study of newcomers to Phoenix, found that 50% arrive with less than 500 lbs of personal belongings, reasoned that many would welcome a chance to buy a furnished house. Though Long offered the house-plus-furnishings as a complete package (and quoted total move-in costs and monthly payments), the furniture package was actually financed on a separate no-down-payment note. Says Long: "This experiment increased sales somewhat [he sold 80 to 100 such packages], but not enough to compensate for the headaches involved."

5. He is continuing to try new promotions. In June and July he timed a major effort to the anticipated (but at the last minute postponed) expiration of VA financing for World War 2 veterans. The pitch: "Veterans! VA terms run out in just four weeks. You must act before July 10 to buy a home on VA terms." Reports Long: "This promotion was highly successful. We had one record-breaking week after another." /END



Experiment in Industrialization

Porcelain Enameled Steel:

The logic of this versatile material is once again tested in this newest research house

The argument, in brief, runs like this:

Traditionally, the strength and prosperity of American industry is based on four prime tools: the rolling mill, the press, the welder, and the cutters.

One of the strongest and cheapest materials available to man is steel, and the most permanent finish he has yet devised is a porcelain glaze.

Why not apply these elements, in combination, to housing? As a structural and finish material porcelain enamel on steel should be almost ideal.

Porcelain enameled steel houses would be impervious to weather, insects, rodents, and wear. They should have competitive mass production price tags and indefinite lifespans that could justify a 40-year standard mortgage term.

This argument is at least a generation old

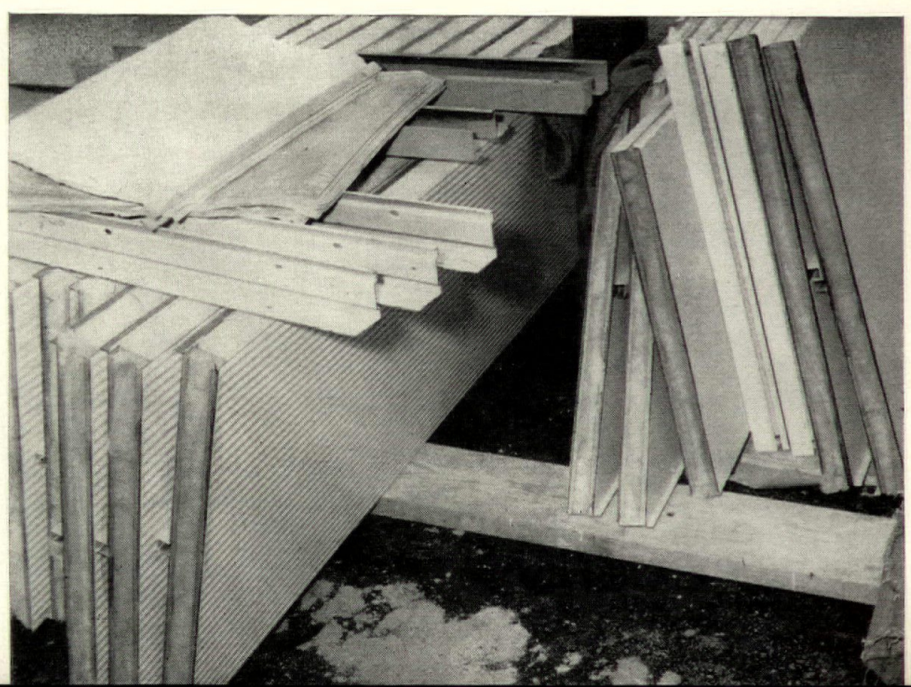
Porcelain enameled steel has fascinated housing minds since 1932 when the first porcelain enamel house was erected in Cleveland. But progress was cut short by the depression. Then post-war planners, anticipating idle steel capacity and a housing shortage, turned to the idea of using porcelain enameled steel for houses. The case they made convinced many in and out of housing, and the Reconstruction Finance Corporation bet $37 million on it.

With this money the newly formed Lustron Corp put together a highly integrated industrial organization to mass produce porcelain enameled steel houses (see also *p 112*). Why Lustron failed is still a matter of conjecture. Explanations are almost as numerous as the number of experts you listened to. But no one blames the material.

The case for porcelain enameled steel still appeals

The new research house pictured opposite once again explores the role this material might play in housing. The house was sponsored by Ferro Corp, Cleveland, with the assistance of the manufacturers listed on *page 109*. The project demonstrates the many possibilities of porcelain enameled steel in houses. It also brings out the problems. The two most important things it shows are: 1) porcelain enameled steel sandwich panels (below) have a practical potential in mass produced housing; and 2) of the many good ideas in the research house, only a very few are far enough developed to be near the production stage.

On the following pages you will see the sandwich panels used for the exterior walls (*p 106*), the roof system (*p 107*), and the finished house (*p 108*). On page 110 you will find critical comment by a group of experts and on page 112 a brief photo review of the 1947 Lustron house.



FERRO RESEARCH HOUSE (photo left) was designed by Architect Carl Koch and built in Cleveland by Louis Molnar. The basic elements are the sandwich panel walls (photo right), the porcelain enameled steel roof decking, and a steel frame. Sandwich panels have 18 gauge porcelain enameled steel facings glued to a 2″ core of foam polystyrene board. The 8′x2′ panels weigh 75 lbs each, have a U factor of 0.14, could carry a roof without supplementary framing.

The panel system is structural, has good tolerances built in

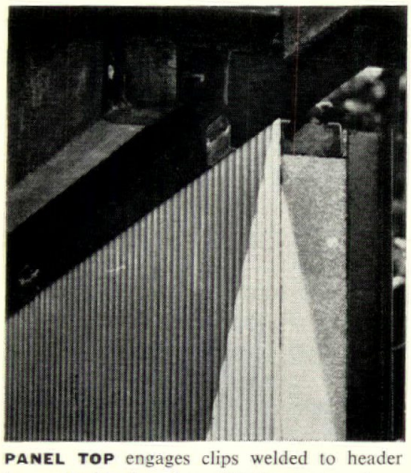
Although the 8′x2′ panels in the research house carry little more than wind loads, they could carry big roof loads without help from framing. Steel faces bonded to the rigid foam core give the panel a strength that far exceeds the bearing capacity of the steel alone. As in any sandwich panel, the core prevents thin faces from buckling—the panel can support up to 2,000 lbs per foot.

The jointing system (see details below) allows for a slight seasonal movement of steel and makes the finished wall dimensionally stable. Working tolerances are loose enough to take up minor slips tradesmen may make on the job. If they were closer, real problems might have ensued because steel cannot easily be cut or reshaped in the field.

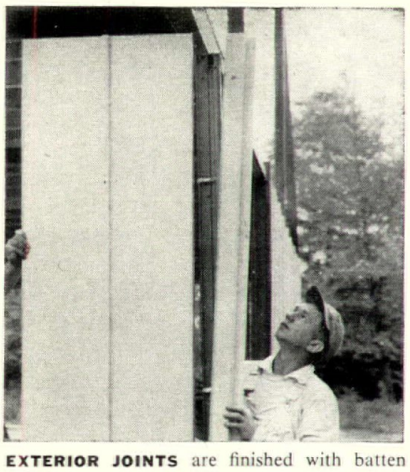
Only panel problem that arose during construction was in connecting door and window units to panels. Many irregular shaped chips and brackets were required to fit these units into place.



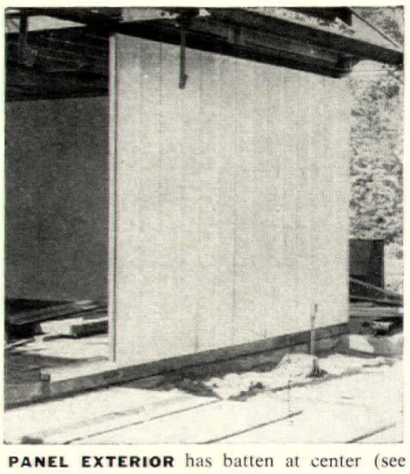
PANEL ERECTION starts at corner. Bottom edge of panel (see detail, below) clips to sill channel. Back of baseboard raceway is being bolted on.



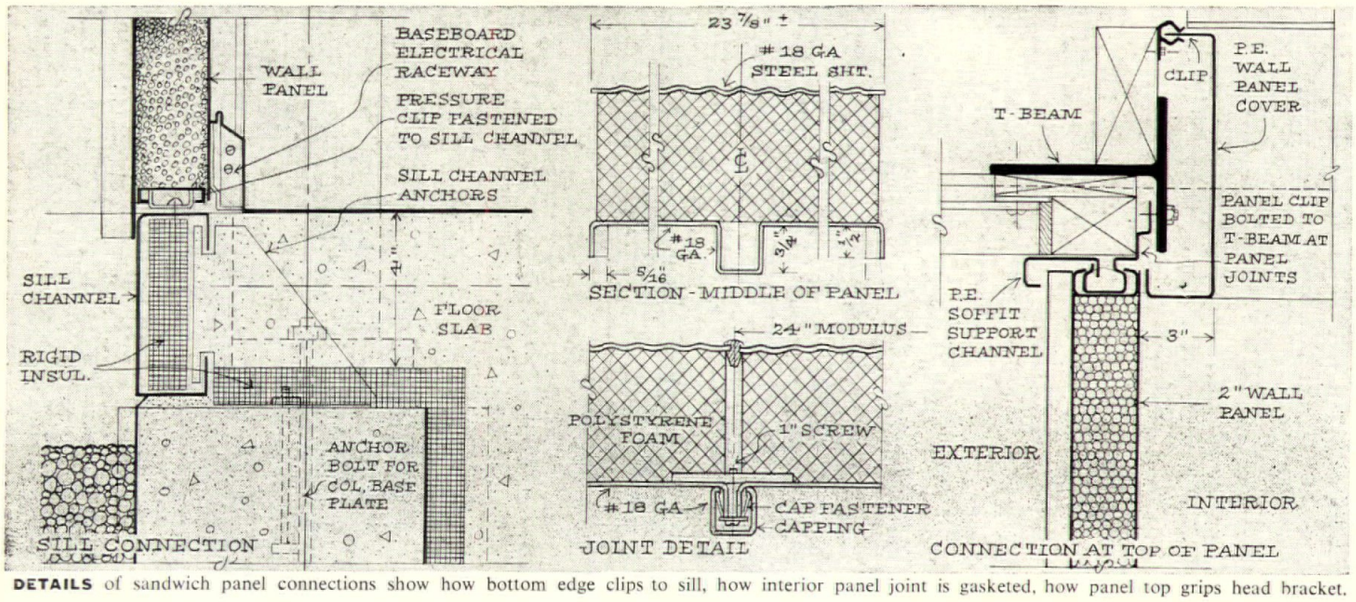
PANEL TOP engages clips welded to header beam. Inside face has stiffening corrugations.



EXTERIOR JOINTS are finished with batten strip held in place by clips over caulked seam.



PANEL EXTERIOR has batten at center (see detail). Corner piece is fastened with clips.



DETAILS of sandwich panel connections show how bottom edge clips to sill, how interior panel joint is gasketed, how panel top grips head bracket.

The roof system uses a steel frame and prefinished decking

Four cantilevered steel trusses tied together by a ridge beam and six I-beam purlins carry the entire roof and second-story ceiling system. Because purlins run between trusses, they did not provide a continuous line for roof decking. So galvanized steel Z-beams (photo right) were Ramset to purlins to provide a straight base for roof decking all across the roof frame.

Each roof deck panel is porcelain enameled aluminized steel, measures 25′x2′. Panels run from ridge to eave, are joined by capping strips of porcelain enameled steel. (Steel is aluminized in these long lengths so that it can be fired at 1,100 F, aluminum's porcelainizing temperature. There is no way to fire steel 25′ long directly at 1,500 F—steel's temperature—without warping the panel.)

Decking was drilled and fastened to Z-beams with stainless steel screws and vinyl washers. Ridge cap, fascia and soffit of porcelain enameled steel complete the roof.



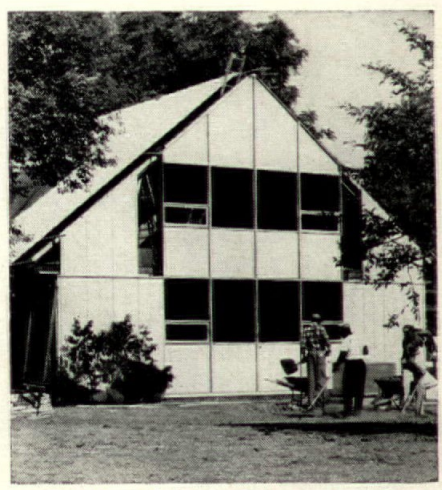
ROOF DECKING starts with workmen aligning lower edge of panel at exact eave line (determined by man with level). Screws fasten decking to Z-beam.



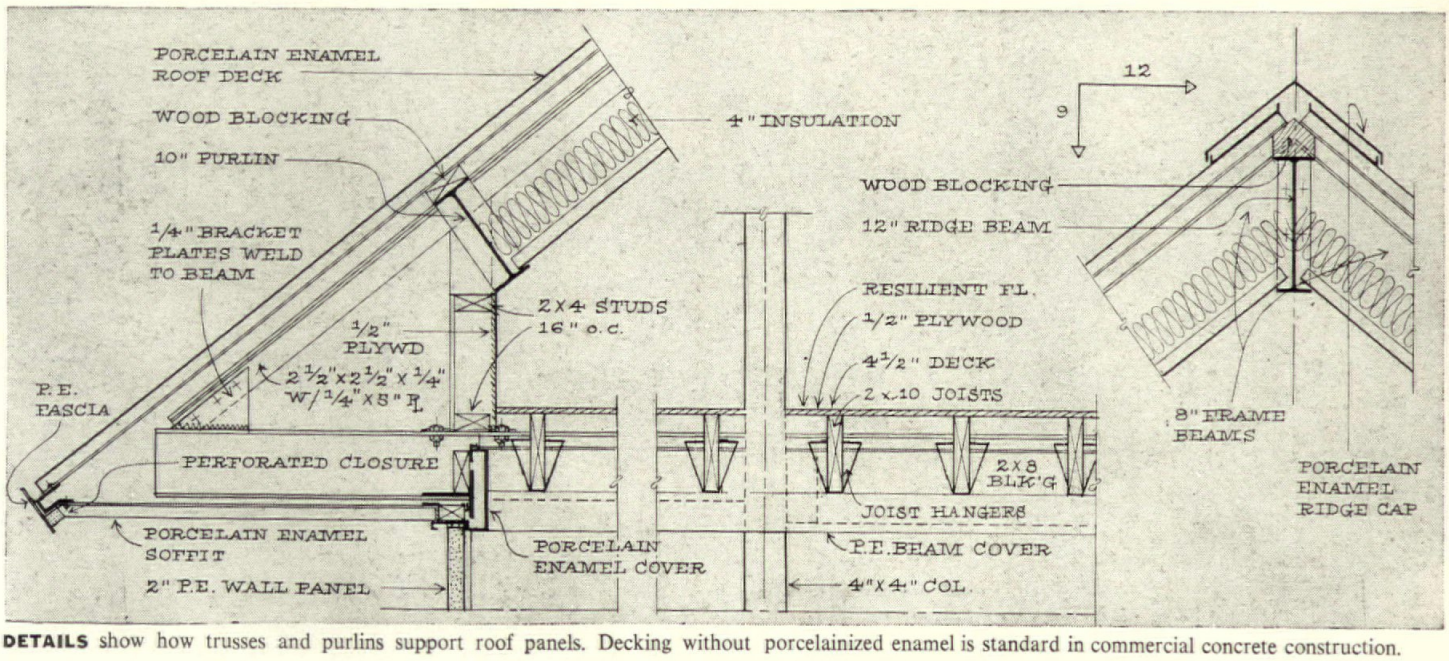
DECK STRENGTH comes from deep longitudinal corrugations. Deck easily spans 12′.



EAVE LINE shows how decking is fastened to Z-beams. Foreground hanger supports soffit.

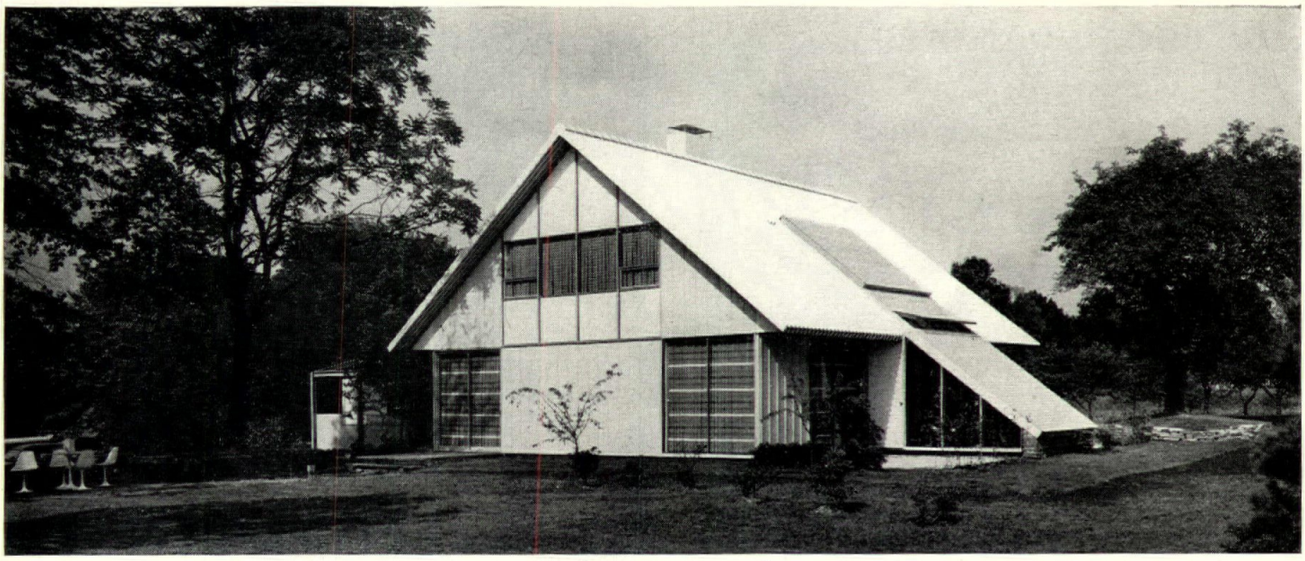


WHITE ROOF helps keep house cool. Panels at windows are commercial curtain walls.



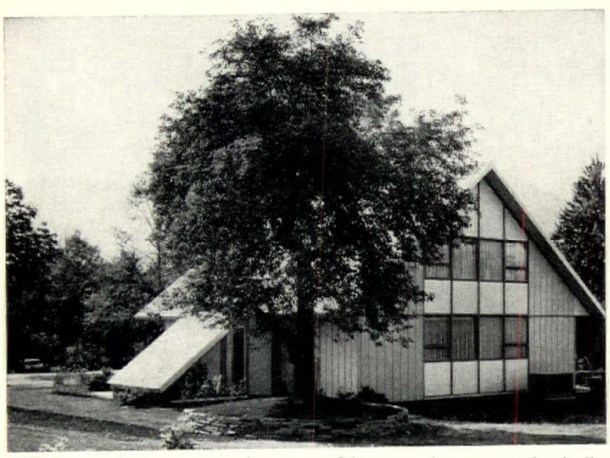
DETAILS show how trusses and purlins support roof panels. Decking without porcelainized enamel is standard in commercial concrete construction.

continued



STORY-AND-A-HALF house was chosen for the research project because "systems worked out for this form would be adaptable to other houses."

The house is virtually maintenance free



SUN ROOF slopes to ground at rear of house and opens mechanically to expose second floor sun deck and to light master bath.

Prefinished inside and out, the tough porcelain enameled steel panel system in the Ferro Research house needs only an occasional dusting or sponging.

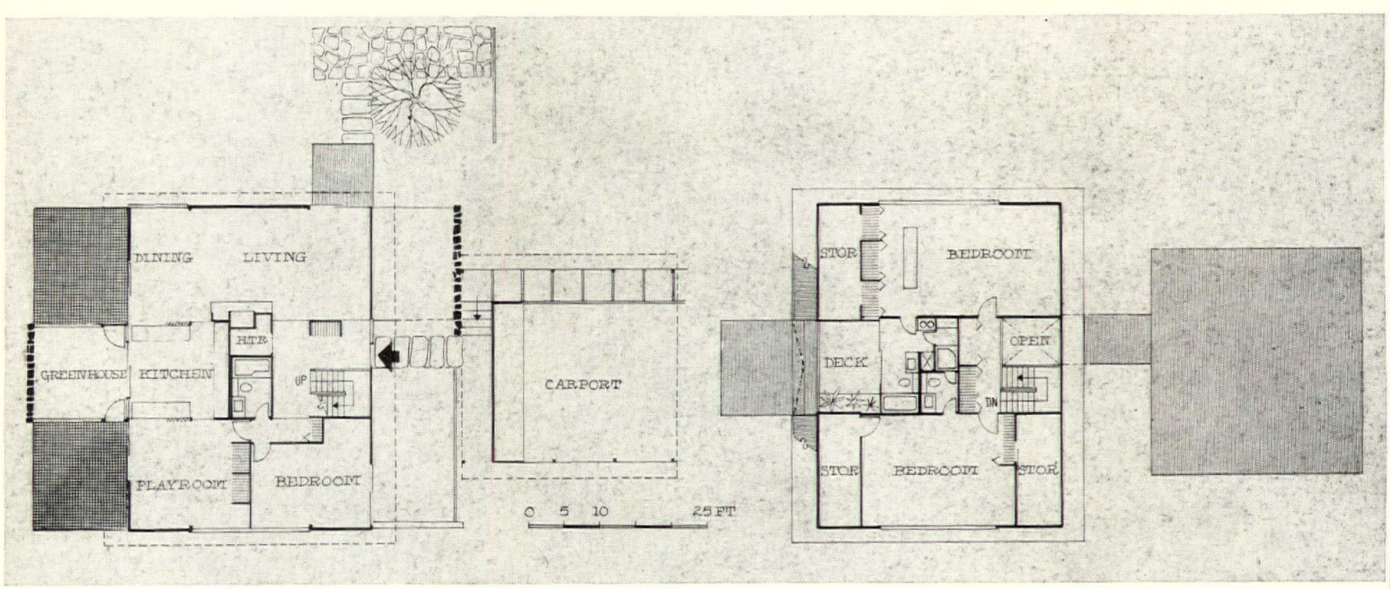
This feature alone could be as important as price in today's housing market. There are three good reasons why:

1. The fast-growing market for housing for older people favors materials that need little or no care.

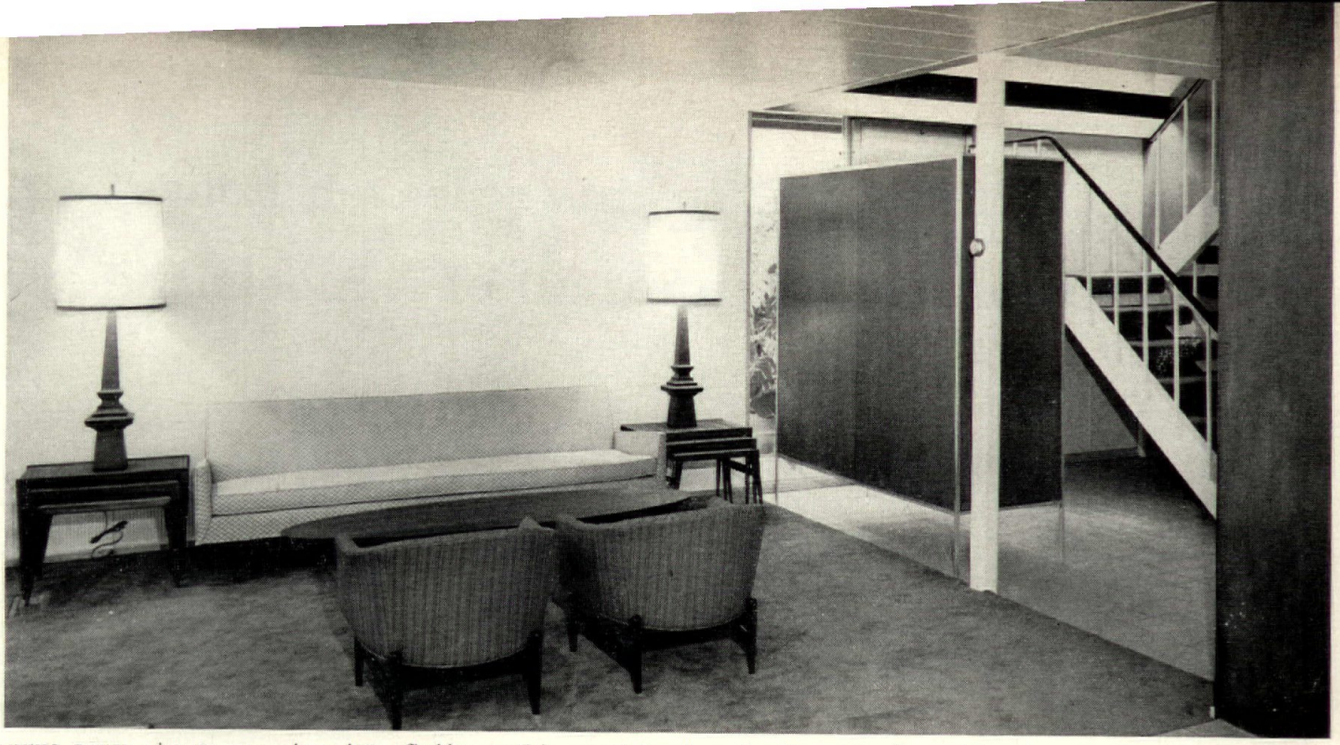
2. Domestic help is largely a thing of the past, so today's homebuyers look for materials that need no cleaning and that children cannot mar or deface.

3. The increasing apartment market likes materials that do not eat up income in heavy maintenance and repair work. This is especially important after depreciation allowances are exhausted and owner must operate on straight income.

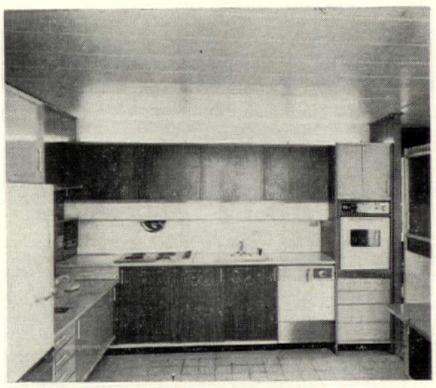
As the photographs on the opposite page show, the low-maintenance characteristics of porcelain enameled steel do not necessitate a sacrifice in appearance. The exterior is smart and thoroughly contemporary. Clean interiors are made bright and warm by skillful use of fabrics and furnishings.



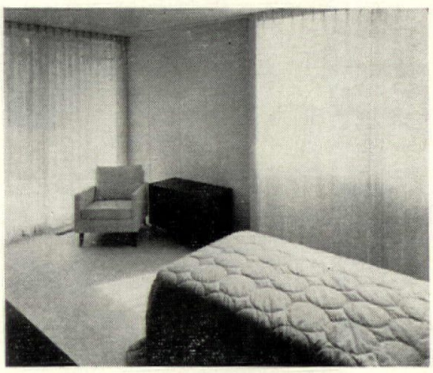
FLOOR PLAN provides 2,000 sq ft of living area on two floors. Mechanical core runs up through center of house. Note sun deck off upstairs bath.



LIVING ROOM, view to entry, shows how off-white porcelain enameled walls work with variety of materials and textures that give room color.



KITCHEN has porcelain enameled steel counters, walls, appliances, and shelving.



BEDROOM achieves soft look in spite of porcelain enameled walls, painted steel ceiling.



BATHROOMS, this one is upstairs, all have one-piece porcelain enameled basin-vanities as well as cabinets and walls of same material. Note porcelain enamel drip-dry closet at left.

These firms cooperated on the Ferro research house project:

American-Standard: plumbing fixtures, bathroom wall system, heating/cooling.

Allianceware: porcelain enameled steel partitions and walls.

Better Homes & Gardens: decorating.

Davidson Enamel Products: porcelain enameled wall panels.

Fenestra: windows, doors, porcelain enameled wall panels.

Filon Plastics: greenhouse, sun deck roof.

General Electric: electrical wiring.

Lam Inc: lighting.

Masonite Corp: closet backing, shelving.

NuTone: fans, chimes, food center, radio, intercom.

H.H. Roberts & Co: porcelain enameled roof deck, fascia, soffit.

Stanley Works: hardware.

Summitville Tiles: floor tile.

Temco: prefab fireplace.

Tremco: caulking.

US Steel: steel framing, bracing, stairs.

US Ceramic Tile: bath floor, sun deck.

Shower Fold Door: tub and shower enclosures.

Whirlpool: appliances.

Youngstown Kitchens: kitchen cabinets, dishwasher, sink disposer layout.

continued

How much "research" in this research house?

A lot – critics say – but not all of it meets the eye

"The research contribution is not readily apparent in the basic form of the house. And the house poses the question: Is it a form that could be done only in steel with porcelain enameled panels? No. It could have been done with almost any material. In a research house, we should forget any preconceived ideas of form and find our architecture in the character of the material in question. The value of a true research project is best realized if the problem is somewhat abstract. Otherwise there is a danger of reverting to the too frequent use of existing systems, materials, and components."

This criticism was voiced by George Danforth, director of architecture, Illinois Institute of Technology, and one of several design and engineering experts invited by Ferro to a seminar review of the research house. Others at the Cleveland meeting: MIT's top building engineer, Professor Albert Dietz; Research-house Builder Louis Molnar and his key people; Architect Andrew Burin; and technical experts from all of the manufacturers cooperating in the project (see *p 109*).

"A lot of new systems and ideas were tried out," said US Steel's George Johnson. "We found that it is not the big panels and pieces that make problems in steel houses. It's the little connections and what to do here and there that build up cost and time."

"To be specific," said Architect Andrew Burin, "we found we had to give as much tolerance as possible. In mass production you don't have to put little connectors together and try to line them up. Tolerance is especially critical with steel because you can't cut it like wood or move it around easily on the job."

Said construction man Paul McNeil: "Methods for fastening traditional materials to metal still need a lot of work. For floor framing and interior paneling we had to Ramset wood nailers to the steel all over the house."



Panel system did not require the heavy framing used

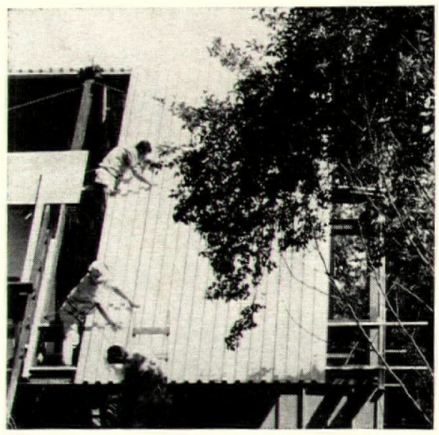
"The steel sandwich panels are strong enough to support roof loads without any supplementary framing. From an engineering standpoint alone, it would have been better if the house had been designed to let the panels do just this," said MIT's Dietz.

"As it is," said George Johnson, US Steel, "the whole house is supported on eight 4″x4″ steel columns that hold up four cantilvered steel trusses. These trusses, tied together with cross beams support the roof and the second floor. A lighter frame might have been used, but this frame fits the architectural concept of the house—a big half-story for the second floor, large movable skylight in the roof plane, and a curtain wall enclosure with no exterior columns for the first floor."

"The only load the panels do carry," said Fred Schlensker, Ferro Corp, "is wind and window load. To carry more load we would have to change our head and sill panel connections into more rigid structural joints. It's true that we are not using anywhere near the strength inherent in steel facings bonded to a core. The reason for so much strength in a panel used simply as a curtain wall: you can't get a porcelain enamel finish on steel less than 18 gauge without a good deal of warping in the firing process."

Said Builder Louis Molnar: "If I could get this sandwich panel with a simple door and window system, I would bear wood roof trusses on panels and have a good, acceptable mass production building system. Of course, the panels would have to be competitive with the total cost of all they would replace—the complete, finished exterior wall that takes eight different operations to build."

Summed up MIT's Dietz: "I think we have the beginning of a good component system here. More work is still needed on window and door systems and interior partitions to work with the panels."

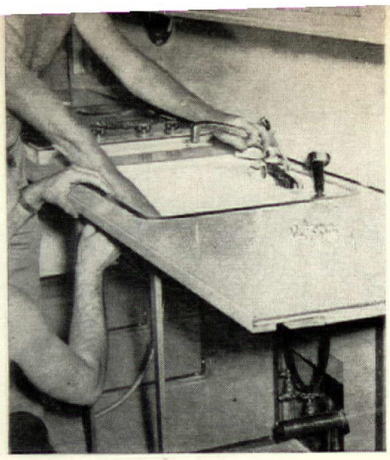


Roof system still needs an easy fastening method

With big, 25′x2′ porcelain enameled roof panels like this you should be able to roof in very fast. The deck and final roof surface are all in one piece. But panel size itself made fastening to roof framing a problem," said Glenn Hutt, Ferro Corp.

Here's why fastening became a problem. Says Hutt: "There is no way today to put porcelain enamel directly on a piece of steel 25′ long and not have it warp in the 1,500 F. firing process. But if the steel gets a thin aluminum coating applied to it, the aluminum can be porcelainized with the low firing frits down around 1,000 F, a temperature at which the steel will not warp. The roof decking is therefore porcelain enameled, aluminized steel.

"It was originally planned to fasten decking to roof framing by welding clips to the panels, but this could not be done without damaging the porcelain finish. The solution was to drill 84 holes in each panel to receive self tapping screws. Screws fasten decking to Z-beams which in turn are fastened by Ramset to roof framing."



Kitchen system

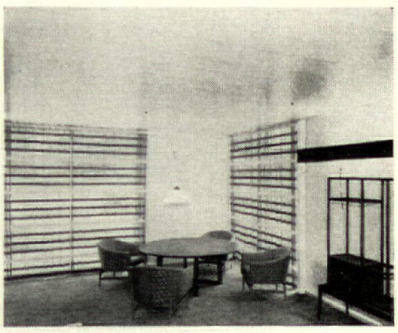
is a bridge to the future

The most important thing about the kitchen is that it is not a "miracle" kitchen. It is a component kitchen that fits into the house with very loose tolerances.

Said Sam Wald, Youngstown Kitchens: "A great many of the advanced designs we have on the drawing boards and in pilot projects today are too sophisticated for use in today's houses. You can't expect the average person to go straight from driving a car to flying a jet. So this kitchen represents a bridge to our designs for the future.

"This kitchen is designed on a furniture concept, a concept that keeps cabinets and appliances relatively free of the house structure. With a furniture concept, tolerances can be very large. And in mass-produced component construction, exact tolerances can't be used; things just don't come out that neatly in thousands of houses in hundreds of styles. The components in the kitchen do not need perfectly flat surfaces to fit against, they don't need perfectly square corners or exactly straight lines.

"The counters, base cabinets, and wall storage units are all designed on what we call a frame and panel system. A simple box-like steel frame is hung from the wall and cabinet tops, bottoms, shelves, and sliding doors are all just dropped and slipped into place. (Base cabinets do not rest on the the floor.) Everything is integrated into the steel frame and the whole works is shipped knocked down, flat. We ship no air with this system."



Ceiling system

modernizes an old idea

The snap-in-place, finished and textured metal ceiling idea harks back to the stamped metal pan ceilings used in commercal construction in the Victorian era.

Ceiling panels in the research house are bonderized, perforated 20 gauge steel. They proved very successful in the research house on two counts: 1) "The 14′ long by 1′ wide pieces went up very fast and fitted easily and exactly," reports McNeil. 2) "Also the perforated metal provided an acoustical ceiling in half the time it might have taken to put up individual acoustic tiles," said the experts.

An added benefit: "You could have complete flexibility in your lighting with a steel ceiling. Fixtures could be held in place with magnets that permit the homeowner to move them around to any location desired," points out William Lam, Lam Inc, fixture manufacturers.

Ceiling panels were roller coated with an ordinary ceiling paint. Reason for not using a porcelain enamel finish: gauge was too thin to be fired for porcelain enamel without warping.



Bathroom system

abounds in innovations

Most important innovation: the standardization of the three baths in the house (see floor plans *p 108*). Said George Danforth: "I think the plumbing industry is headed towards a standardization that both architects and builders have wanted for a long time. In this research house the basic bath components are virtually repeated three times over. Ideally, this will lower costs. But perhaps more important than costs is the question of whether the public will like it."

Answered Construction man Paul McNeil: "Judging from the many people that visited the job while we were working, I think they'll like it. We got more compliments on the bathrooms than ony anything else."

Said Gilbert McMurtrie, American Standard: "Plumbing standardization in component form still needs a lot of exploration. And the particular benefit of working on this research project is that we got down to something tangible here, rather than just a lot of paperwork planning."

Other major innovations:

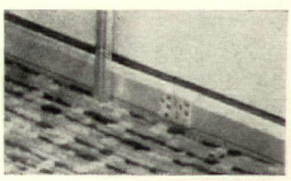
1. Bathtub areas are connected through a vertical pipe chase adjacent to the tub (see plan *p 108*). This chase is not part of the room perimeter and keeps mechanical space to a minimum cubage.

2. There are no wet walls as such between or behind baths. Waste and supply lines run below vanity counter height to vertical pipe chase where waste is vented.

3. Lavatory and vanity top is one piece of porcelain enameled steel. American-Standard designed this unit for the research house; it is not yet ready for market.

4. Bathtub enclosures and the second floor drip-dry closet are made of porcelain enameled steel sheet (see photo *p 109*).

5. Toilets are wall hung for easy floor cleaning; floor tile is set in ⅛″ thick, 9″x9″ vinyl sheets for easy installation over plywood; ceilings are luminous—fluorescent tubes set above plastic diffuser sheets.



Surface wiring system

is almost ready for the market

This new electrical baseboard system by GE is now undergoing final tests and should be available by year's end. "It provides outlets wherever the builder or the homeowner wants them. Outlets are added at any time merely by snapping out the raceway cover and cutting off enough for a receptacle opening. Cable is cut and stripped, the stripped ends simply shoved into a pressure lock receptacle," said Sal Soscia, GE. The system is designed for vinyl covered or bonderized painted steel raceways and covers. Inside and outside corner pieces as well as switch leg raceways that may double as door casings (switches would be by the door) will be standard parts of the system.

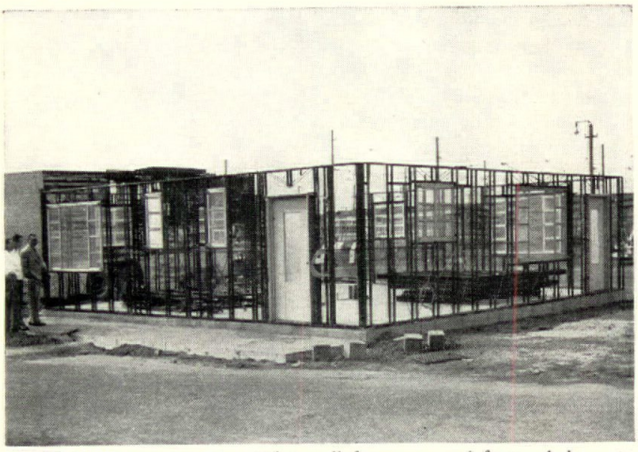
Said the experts: "The house shows that surface wiring is the best solution to electrical systems in sandwich panel construction for two reasons: 1) Costs of building raceways into the pane core and access ports in the panel facings are eliminated by simply keeping wiring out of the panel and in a surface system. 2) A surface mounted system like this allows the electrical system to be installed at any time after the shell is up, eliminates the rough-in electrical inspection, and does double duty as a baseboard which is always needed to form a closure strip between floor slab and wall panels."

continued

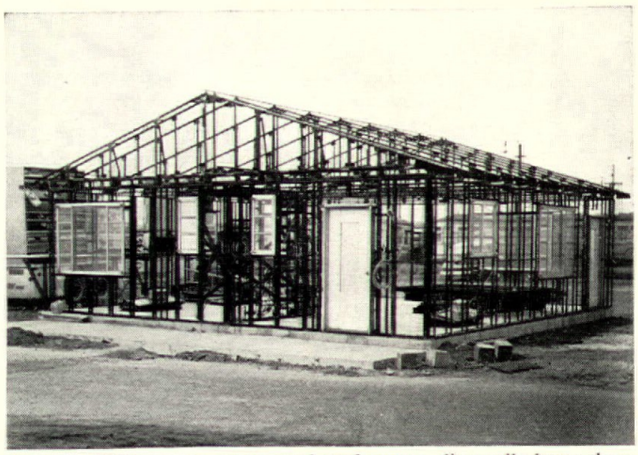
The idea is not new: 1947's Lustron house aimed at mass production market



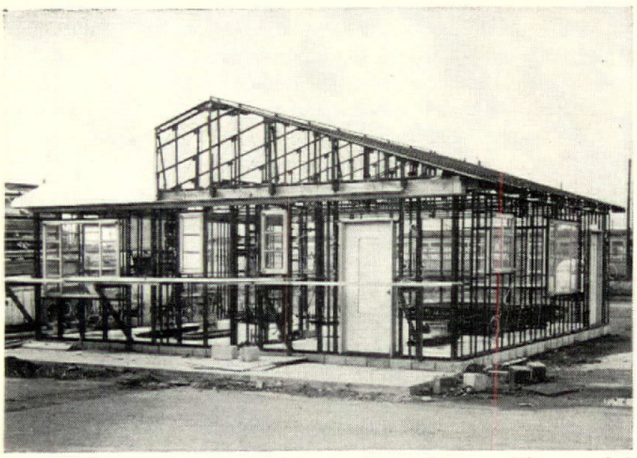
HOUSE PACKAGE arrived at site on standard prefab trailer. Windows were already in place in frame, coiled electrical wiring ready for hookup.



FIRST STEP was to get exterior wall frame up and fastened down to anchor bolts set in block perimeter of concrete floor slab. Note diagonal bracing between doubled steel studs, doors preset in frame.



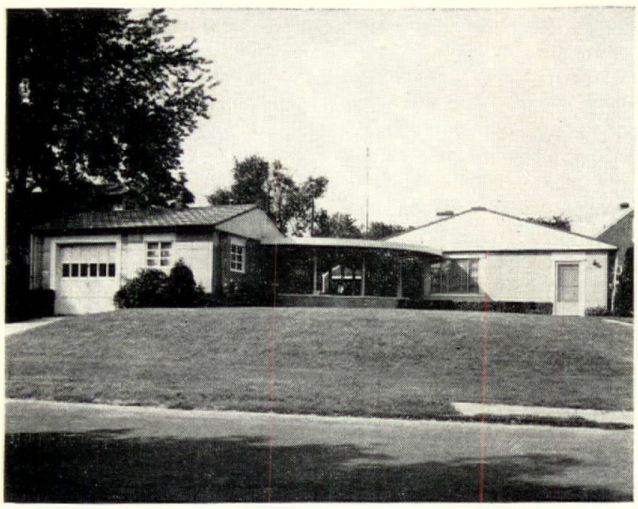
SECOND STEP was to set up steel roof trusses, diagonally brace them together and tie them down to wall framing. Then interior partitions went up, followed by rough-in wiring and plumbing.



THIRD STEP was to close gable ends with 1′-wide porcelain enameled steel panels. All-steel Lustron houses are so strong that trucks have run into them and been demolished without seriously damaging house.



FOURTH STEP was to place big porcelain enameled steel roof shingles right on roof trusses. Ridge cap and gutters finished roof. Exterior wall panels, 2′ square, were clipped to frame to complete close-in.



FINISHED EXTERIOR of Lustron house and garage in Rockford, Ill., shows how this and 3,300 other Lustron houses in US look today. Homeowners have virtually no maintenance to keep exteriors bright.



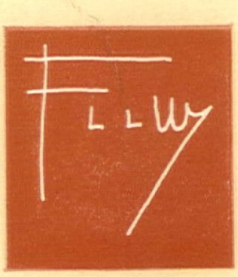
FINISHED INTERIOR of Lustron house has porcelain enameled steel walls, ceiling. To maintain permanent finish, owners wash it every few years. For a new look, owners change drapes and slip covers. /END

A PORTFOLIO OF HOUSES BY FRANK LLOYD WRIGHT

On the next ten pages, the editors present four hitherto unpublished houses completed by Frank Lloyd Wright in the years before his death in April of 1959.

This portfolio reflects most of the great ideas which Frank Lloyd Wright gave to residential architecture: the integration of house and landscape; the creation of free and flexible spaces by the use of modular plans and modern materials; and the animation of spaces by changes in light, in views, in levels, and in scale.

Frank Lloyd Wright believed that the landscape surrounding a house is an essential part of it; he would not permit a house to be photographed until the scars left by the contractors had healed, and the trees and shrubs had again taken possession of the land around the building. This explains why some of the houses shown here were completed as long as half a dozen years ago; and it also explains why the editors hope to be able to publish still more of the architect's last houses in the months and years to come.



Tall roof is hexagonal in plan, was framed with trusswork of 2x4s. Slot of glass around living area brings in light from unexpected angles.

A "PINE TREE HOUSE" FOR INDIANA

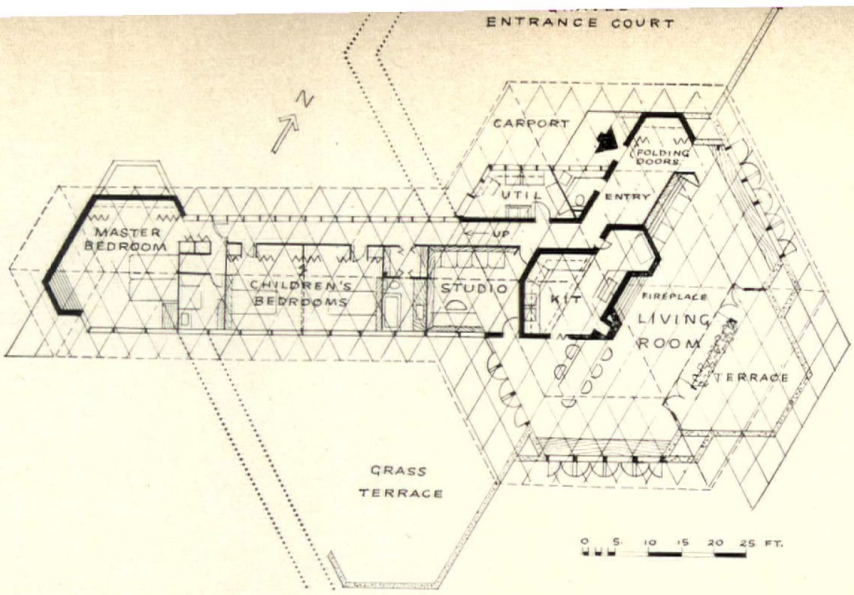
Photos: Allen Davison



The tall, tapered roof over the living area of this house was one of Frank Lloyd Wright's favorite devices—especially when it could be contrasted with a low-slung roof over an adjoining bedroom wing. He called this tent-like roof his "pine tree type," and this example is the last one he built.

There are good reasons for the unorthodox, funnel-shaped roof: First, the roof (topped with a skylight) serves to exhaust air from the living-dining-kitchen area. Second, the sharp contrast between the tall ceiling height over the living area and the low, intimate ceilings above the bedrooms produces a fascinating play of space that adds drama to the interior. Finally, the "pine tree" silhouette looks entirely at home in the middle of its forest setting.

Hexagonal living area hugs the central fireplace. Low ceiling of bedroom wing is brought in around the periphery of the living room to create a lower scale in seating areas. Slot of glass between high and low roofs creates a ledge which serves as a lighting trough at night.



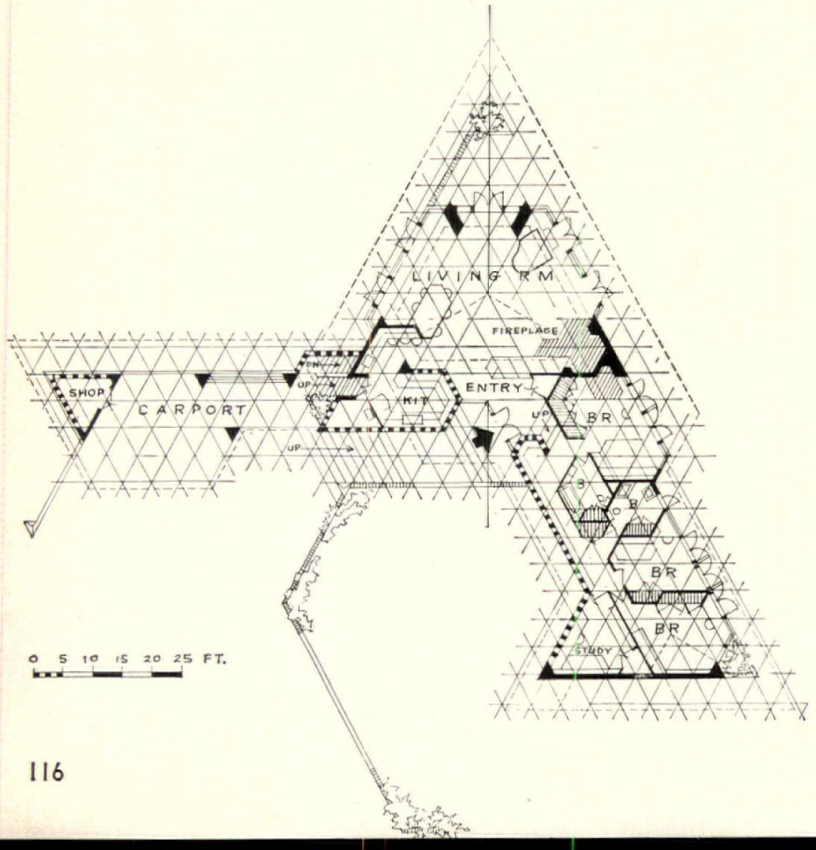
Diamond-shaped module determines plan of most rooms. Sides of the diamond-shape are 4′ long, its interior angles are 60° and 120°. Wright used such nonrectangular modules to create more fluid and less boxlike spaces. In this house, the module was abandoned in the bedroom wing.

Bedroom wing (below) is built right into the hillside. Bottom layer of wall is made of concrete block, and extends from the footings to the window sill line. This masonry is waterproofed so exterior grade can be within a few inches of the sill. Above the sill is a band of glass topped by the sweeping roof with its deep overhangs.



Wings of house jut out into the wooded landscape, away from the central mass of the utility core. Low element at right is the bedroom wing.

A BRICK TRIANGLE FOR MICHIGAN

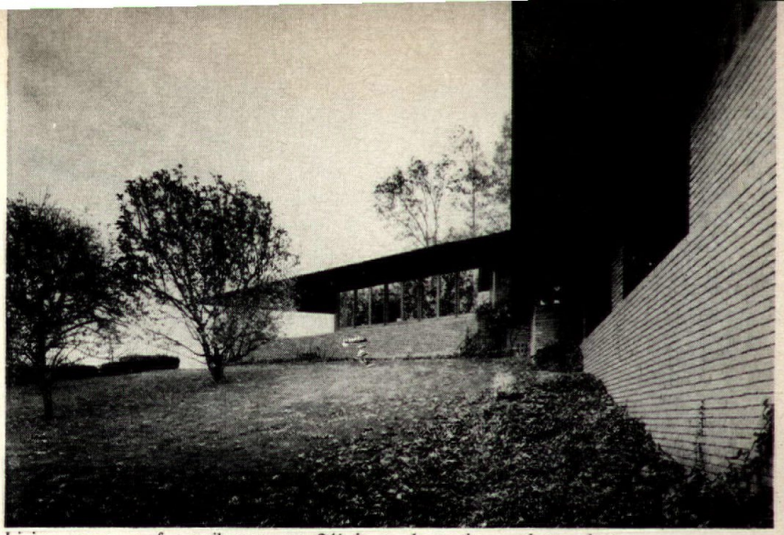


In several important ways, this house demonstrates Wright's complete mastery of form and space: First, on a complicated, woodland site, he developed a multi-level plan that allows the house to nestle among the trees and hills in the most natural way imaginable. In part, this was achieved by the use of a triangular module which tends to create several projecting wings and corners that somehow seem to insinuate the structure into the landscape in a way no rectangular house can match. Secondly, by using a specially cast, perforated brick, Wright created a frieze of light that animates all interior spaces. And, finally, by carefully developing his approaches to the house with extended retaining walls and flights of steps, he managed to make the multi-level plan seem effortless to walk through and live in.

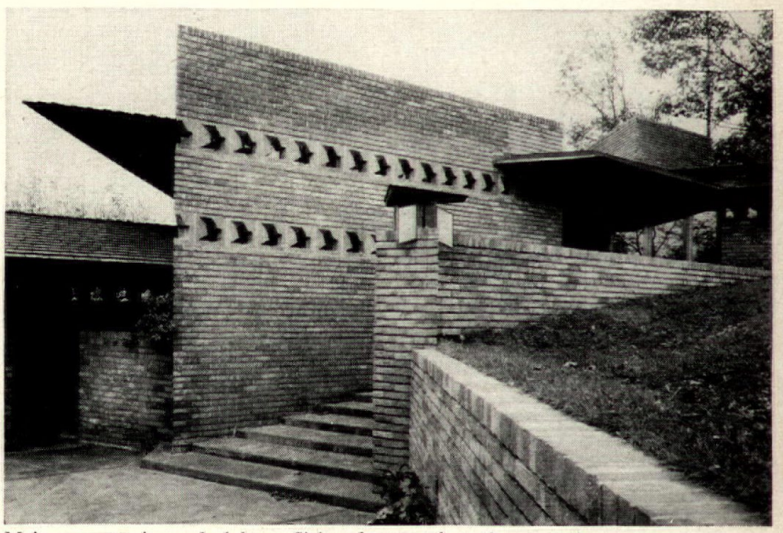
Triangulated plan is unusual in the separation of kitchen and fireplace. Built-in settee next to fireplace screens the entry and faces toward main view. Perforated brick courses are used throughout the house as a recurring theme.



Photos: Baltazar Korab



Living room roof cantilevers out 24′ in a dramatic overhang that shelters the terrace at the far end of the house. Foreshortened wing at right is the carport elevated on a high brick base.



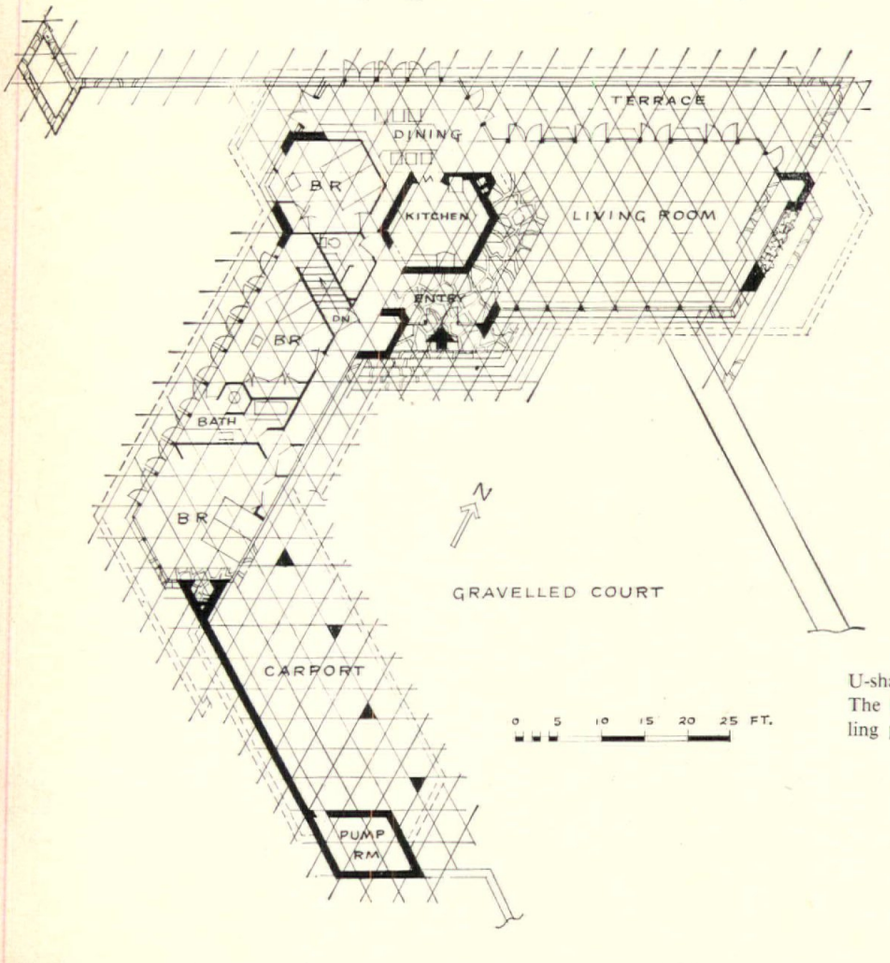
Main entrance is reached by a flight of steps of gentle proportions. The perforated bricks were specially cast with fixed, translucent glass embedded in their centers. Lantern on pedestal was designed by Wright.

Dramatic roof-ceiling over the living room is given an added visual lift by contrast with the low cove that surrounds the room at door height.



Approach side shows how retaining walls and extended terraces help relate the house to its natural setting. Low, flat roof at left covers carport.

A STONE HOUSE FOR PENNSYLVANIA



On a high plateau not far from his most famous house–"Falling Water"–Frank Lloyd Wright built another variation on the hexagonal theme. This time the material was stone, native to the region.

The site is spectacular: views open up in all directions and four different states can be seen. Like some ancient fortification, the house sprawls over a windswept hilltop, the stone walls growing out of the slopes as if part of the natural configuration. As in most of Wright's houses, the masonry walls rise to a definite, common sill height and are topped with ribbons of glass. A pitched roof of changing angles and levels forms the broad lid that shelters the structure, and massive chimneys tie it down to its dramatic site.

U-shaped plan takes advantage of dramatic views in many directions. The hexagonal kitchen area is skylit, and placed into the one controlling position of this sprawling plan, behind the main fireplace.

Photos: Paul Mayen

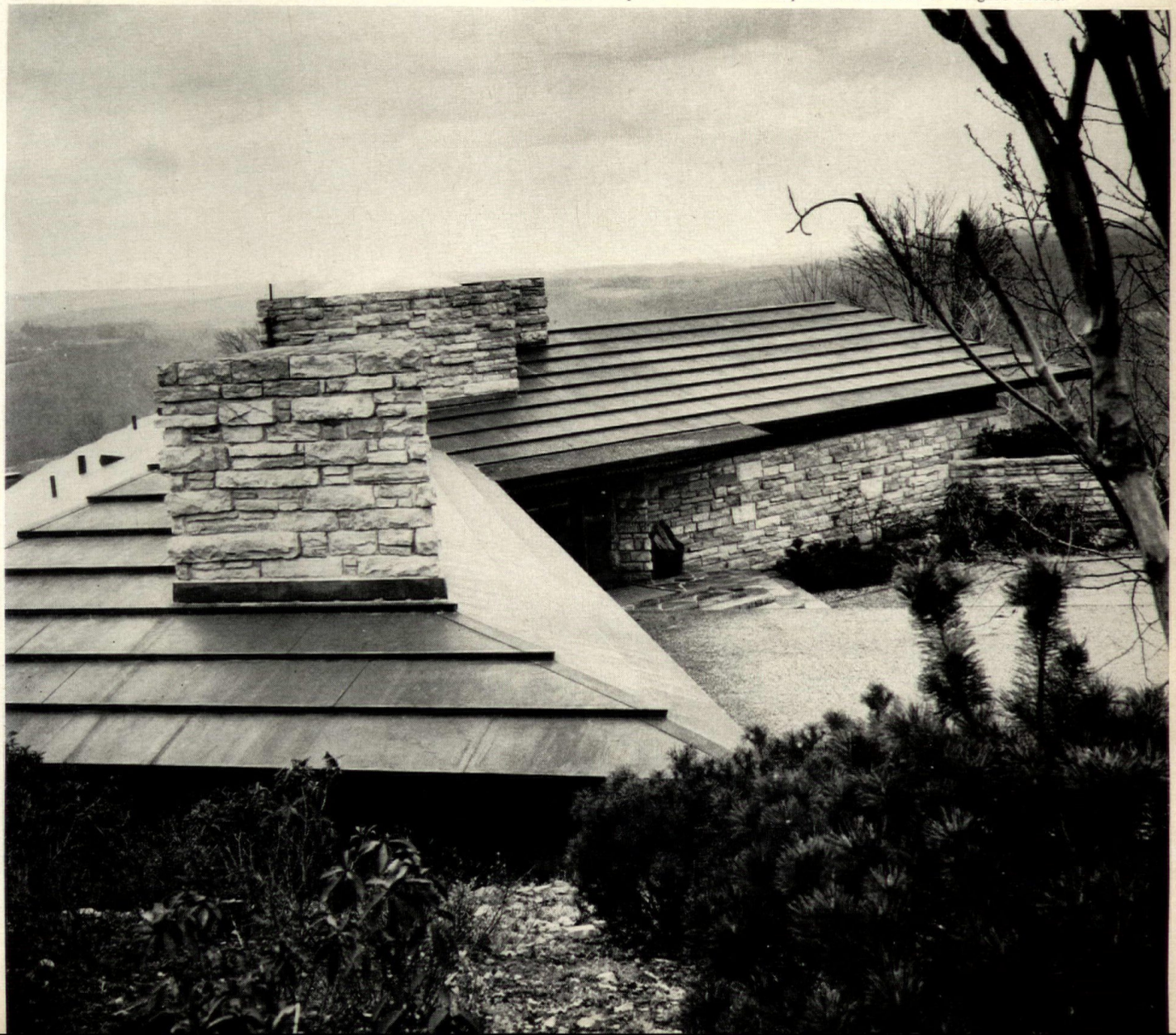


Stone ramparts surround the south and west terraces outside the living area. Perforated roof overhangs bring sunlight indoors without destroying the horizontal sweep of the roof planes all around the house.



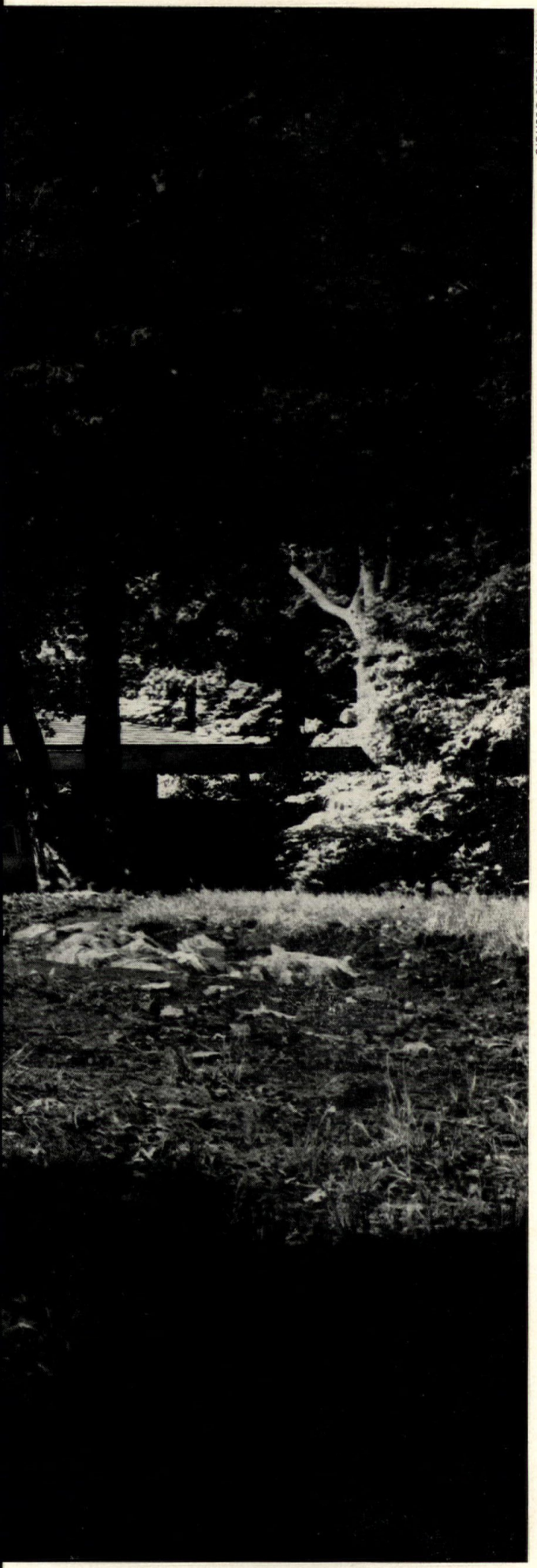
Stone fireplace is at the heart of the house. Behind it in a skylit, hexagonal space is the kitchen; built-in dining table is just visible at right. The long settee in the living area is placed under a low soffit to create a pleasant and intimate scale. Settee is also built in.

Stepped-down copper roof assures weathertight joints. Horizontal seams give added emphasis to the low sweep so characteristic of Wright's houses.





Approach side of the house faces north, has almost no openings. The kitchen is lit through a frieze of glazed perforated blocks.



Photos: Pedro Guerrero



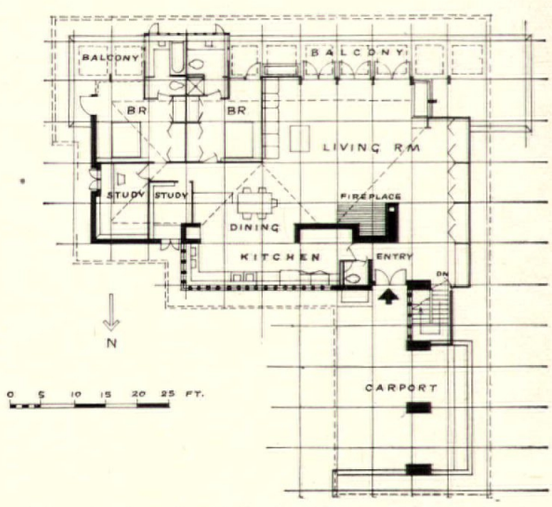
South side faces the view. Here Wright used large expanses of glass set in a wood framework. Horizontal band of siding is balcony parapet.

A SQUARED-OFF HOUSE FOR NEW ENGLAND

How Wright approached the problem of building for a harsh climate is strikingly demonstrated in this simple house of brick, wood, and glass.

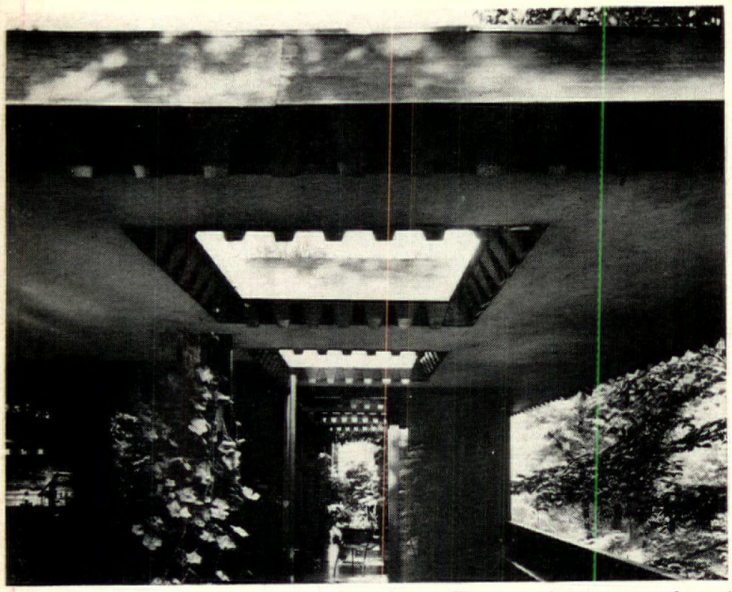
To the north, he closed off the house with near-solid brick walls, punctured only here and there by necessary doors or perforated block friezes (see opposite). To the south, he made his house all wood and glass, and faced it with a continuous balcony. Moreover, the square module (with the resulting rectangular rooms) suggests enclosure rather than wide openness—and this of course makes good sense in New England.

The plan of the living area is one of the finest developed by Wright since the famous Usonian houses of the 1930s. Indeed, this space with its changing vistas, directions, nooks and corners, and ceiling heights is a far cry from commonplace plans. Wright's plan is thought out in three-dimensional terms, and its subtle irregularities do not become apparent until the space is seen in the round.

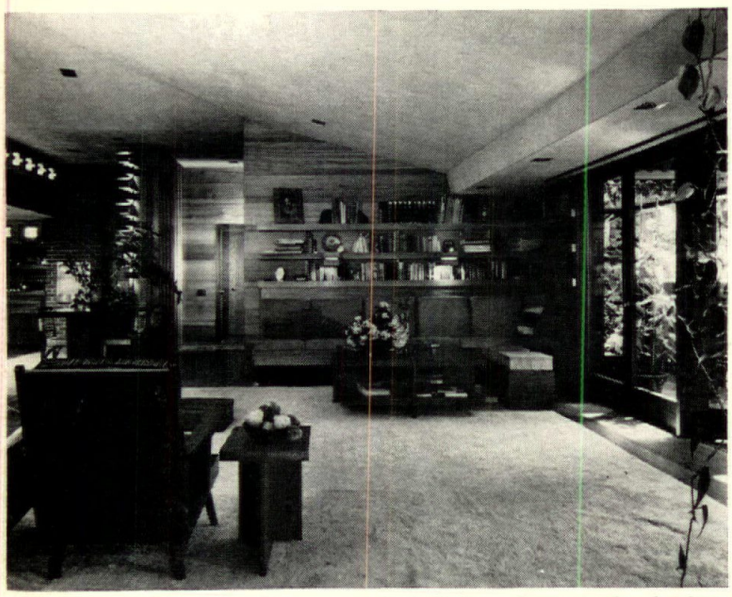


Square module of plan is manipulated with great subtlety to avoid box-like interiors. Living room is a progression of interlocking spaces, each open to the next but shielded from neighboring areas.

continued



Balcony is sheltered under deep roof overhangs. These overhangs are perforated with square openings that let light into the living area. Planting boxes built into the balcony make for easy transition between indoors and outdoors.



Sitting area at east end of living room is built in as is most other furniture. Bench is placed so as to offer a view of the landscape as well as the fireplace. Partitions are of horizontal boards and battens, nailed to a ¾" plywood core.



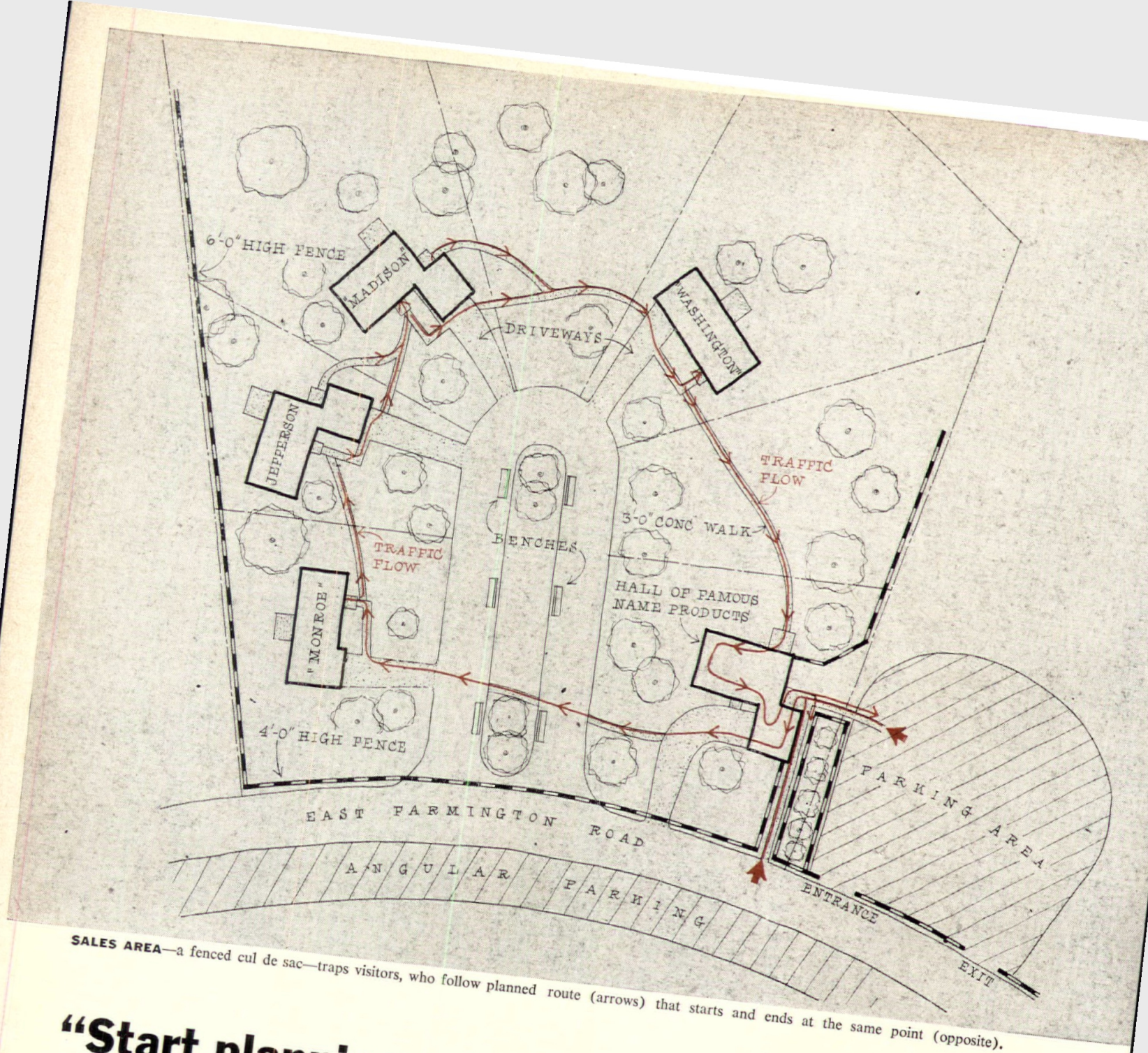
Dining area—also built in—is an extension of the kitchen. The latter is finished just like the living room so as to avoid the appearance of a "utility alcove" off the living area. Perforated blocks balance light from south windows.



Photos: Pedro Guerrero



Living room seems much more spacious than it is because Wright extended its visual limits to include the balcony and the wooded landscape beyond it. /END



SALES AREA—a fenced cul de sac—traps visitors, who follow planned route (arrows) that starts and ends at the same point (opposite).

"Start planning point-of-sale merchandising a year ahead of your opening"

That's the advice of Builder Larry Goldrich of Norfolk, Va. whose sales-area plan is shown above.

He opened his 600-house Point O' Woods community May 1 and, despite a lethargic market, sold 72 houses by the end of July.

Says Goldrich: "I'm sure we would have missed at least 20 of those sales without the two big features of our point-of-sale merchandising." The two features: 1) a fenced sales area that "traps" visitors by forcing them to pass the sales desk as they enter and leave; 2) a "Hall of Famous Products" with displays by 16 brand-name manufacturers.

"And," adds Goldrich, "these features never would have worked so well if we had not taken all the time we did to get them ready."

Here, he says, is how to begin a long-range plan for point-of-sale merchandising:

1. Start with a checklist. "This gives you a chance to spell out exactly what you want to do, to delegate responsibility, and to allot time for each job." His checklist was prepared by his advertising agency (see below). It covers seven pages and 60 points including not only point-of-sale merchandising but also everything from early advertising to post-sales selling.

2. Use every idea source available to you. "And there are plenty," says Goldrich. "For instance: I make a practice of collecting product-display ideas from magazines and manufacturers' brochures." For easy reference, he files ideas by type product. Goldrich also visits other builders to see how they handle their point-of-sale merchandising. Some of his Point O' Woods displays are based on ideas he uncovered on visits to Bill Levitt at Levittown, N.J. and Tom Lively at the new Centex community in Boca Raton, Fla.

3. Get your architect involved in your point-of-sale merchandising. Says Goldrich: "Merchandising is showmanship, and your architect is your best stage designer." Architect Hank York, who designed Goldrich's four models (price range: $14,990 to $15,490) also planned his sales-area layout

and designed the "Hall of Famous Products" (he used the shell of a basic house, so it can be converted to a home after point O' Woods is sold out).

4. Capitalize on the merchandising know-how of your advertising agency. From the start, George Gottridge of Lubell Advertising, New York City was the key man in planning and executing every sales idea. Says Goldrich: "Without George, this would not have been possible."

5. Consult the merchandising services of consumer magazines. "Magazines offer builders a variety of services aimed at promoting building products. It pays to talk with all of them," Goldrich says. He tied in with LIFE's "Advertised in LIFE" program. LIFE representatives worked closely with him from the day he started planning his displays. They contributed ideas and helped get cooperation from manufacturers. Says Ad Man Gottridge: "They were a great help."

6. Get manufacturers to help you with brand-name product displays. Advises Gottridge: "The day you select a product to use in your houses, get together with your advertising agency, and start figuring ways to display it."

"Our most time consuming problem was product displays," says Goldrich

"We spent months negotiating with manufacturers and working out details with them. Gottridge alone wrote more than 200 letters. And, of course, there were a lot of meetings and long-distance phone calls. But now that we see the results, we think it was well worth the effort."

The first step was finding the right man to work with in each company. Says Goldrich: "Local sales representatives may assure you that the manufacturers will 'go along' with your display ideas, but you have to get to someone in a position to deliver more than good intentions."

The second step was persuading the manufacturers that they would profit from providing displays. Says Goldrich: "We wanted something more than ready-made signs. But we also knew that manufacturers get more requests for special displays than it is possible for them to fill. So we had to sell them on helping us." To sell them, Gottridge showed them plans for brand-name advertising and sketches of the "Hall of Famous Products" where their displays would be located. The agency also submitted design ideas for some of the displays.

The third step was making sure the displays would be ready on time. Advises Goldrich: "Set a target date for the delivery and make it at least 45 days ahead of your opening. Otherwise, you're likely to get displays the night before you open or even too late for the opening. This will give you time to check that your ideas really all work together." To avoid confusion and last-minute delays, Goldrich made one man—Sales Promotion Manager Tom Leibo—responsible for keeping tabs on the progress of all displays.

Would it be easier for a builder to have his own displays made instead of getting them from manufacturers?

"I believe so," says Ad Man Gottridge. "He would save a lot of time. And he would have better control. This would assure more continuity through modular designs and a single lettering style. It would also make it easier to stress the benefits that appeal most to his particular market. Good displays cost from $300 to $400 each, which is not much when you spread it out over several hundred houses."

But Builder Goldrich cautions: "Product display is a business in itself. Outside of large cities like New York or Chicago it is hard to find people who can produce professional displays. And if you don't get professional displays, you can do more harm than good."

"We had three aims in mind when we laid out our sales area," says Goldrich

1. "We wanted every visitor to see our displays." After seeing the models, visitors are routed past every display in the "Hall of Famous Products" (see *p 128*).

2. "We wanted to expose every visitor to our salesmen." As visitors enter and leave the sales area, they are routed past a desk where salesmen are stationed. So only one salesman can have complete control of the whole area.

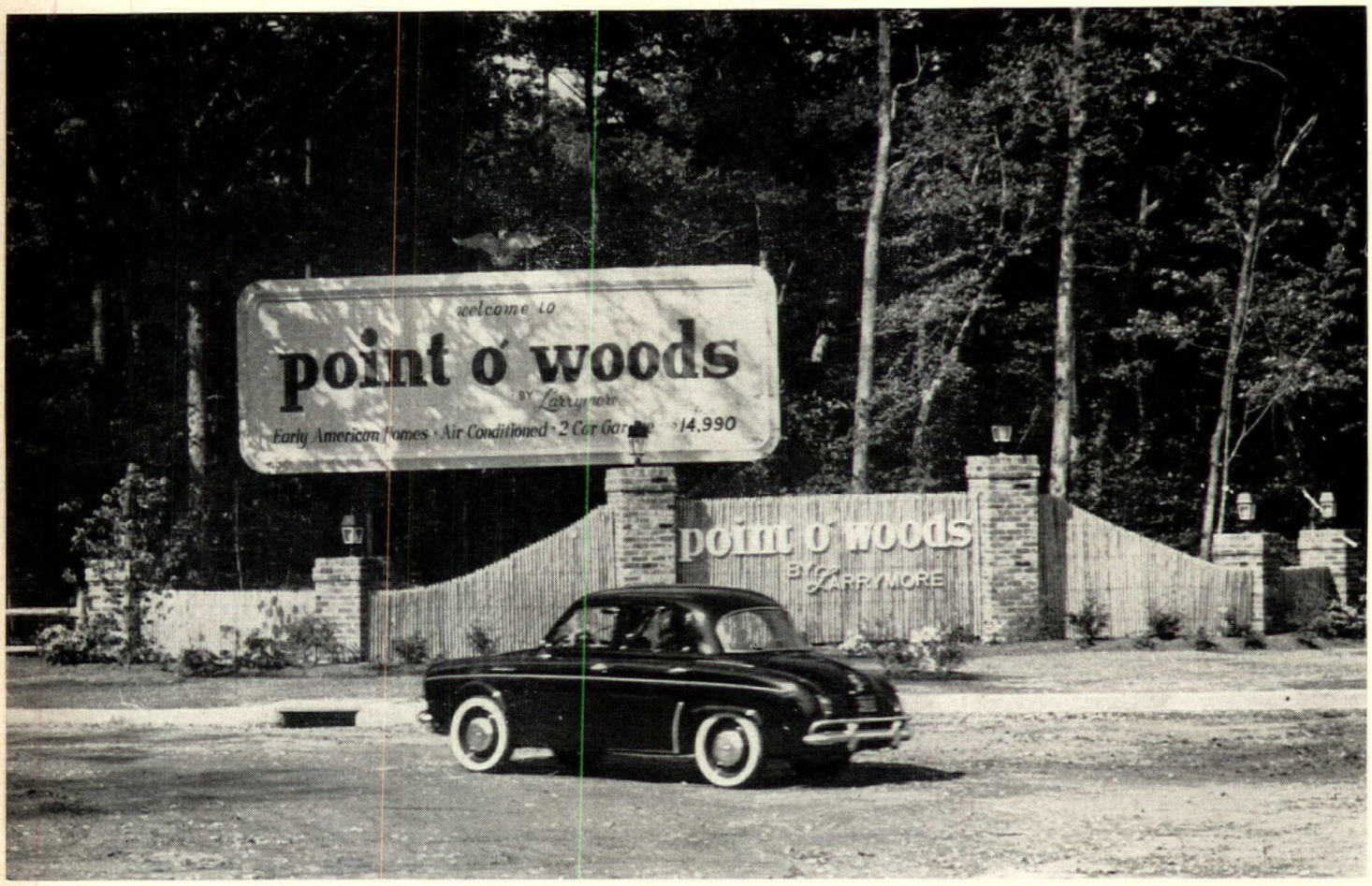
3. "We wanted better overall traffic control." Visitors follow a planned route (see plan opposite) through all four models and the "Hall of Famous Products."

Adds Goldrich: "Our layout has also reduced theft of furnishings by about 90%. People are less likely to steal when they have to walk past the sales desk on the way out."



THE ONLY WAY IN—and the only way out—of Builder Larry Goldrich's sales area is through his "Hall of Famous Products" at right.

To see Goldrich's sales area, turn the page



Point-of-sale merchandising starts at the Point O' Woods entrance

"To give the entrance an air of permanence and prestige, we used brick posts and carriage lamps that echo our Early American theme," says Builder Larry Goldrich. "The result is handsome, but so subdued that passersby might overlook it. So we added the billboard as an attention getter." The billboard, topped by the Point O' Woods symbol (an Early American eagle), plays up two key features of Goldrich's houses: air conditioning and two-car garages. It is made of metal panels, can be disassembled, repainted, and re-used at his next building site.



. . . So does brand-name promotion

As visitors drive from the entrance of Point O' Woods to the parking area, they pass a series of signs calling attention to the brand-name products used in Goldrich's houses.

The first sign in the series (left, below) welcomes visitors to "Brand Name Boulevard." Others—identical in size (8'x4') and background—repeat the community symbol and the "Advertised in LIFE" panel and highlight each product. The signs were designed by Goldrich's advertising agency and built locally. Says Ad Executive George Gottridge: "Signs like these not only help us sell but also please manufacturers and persuade them to help us with product displays."

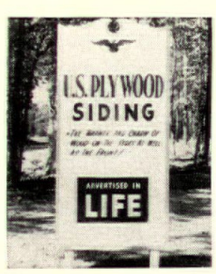


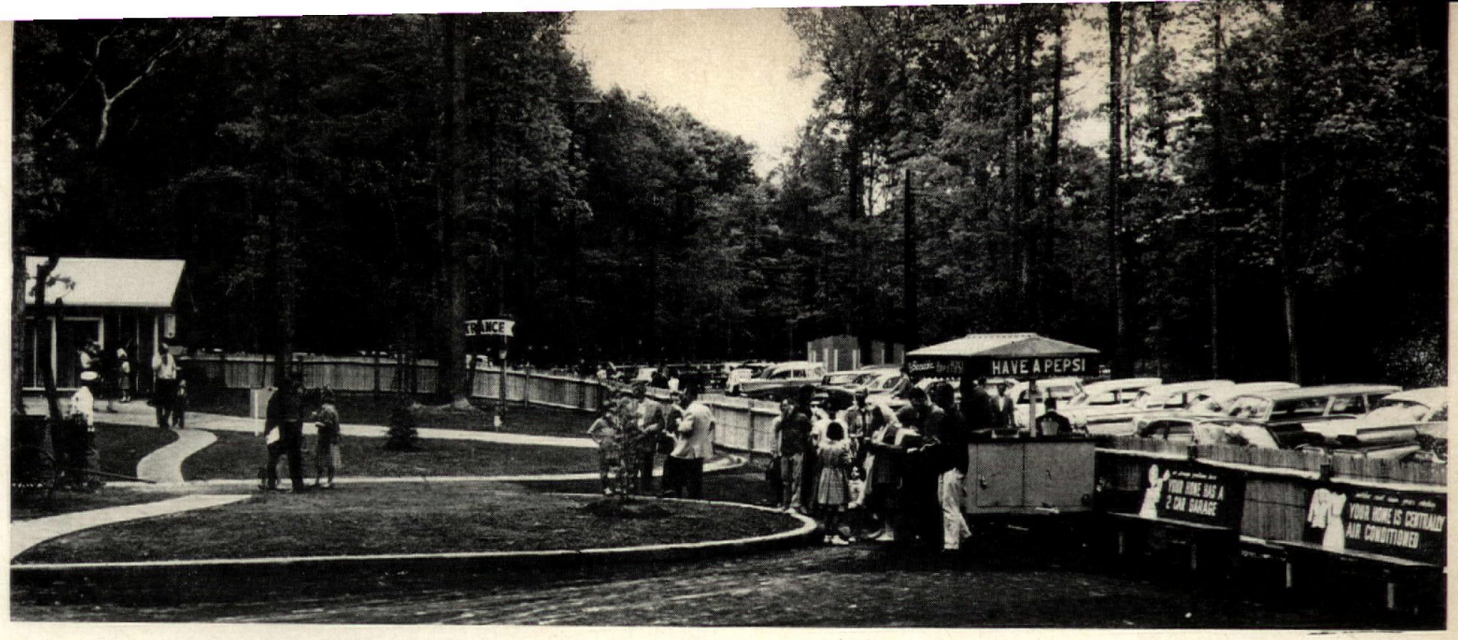












Visitors can't leave the sales area until they have seen everything

The area is fenced off from the parking lot, so the only way in or out is through the display building at left. To keep people in the area longer, Goldrich provided benches like those along the fence at right: "We want prospects to sit down, look at our model houses, talk about them, and fix them in their minds before they leave."





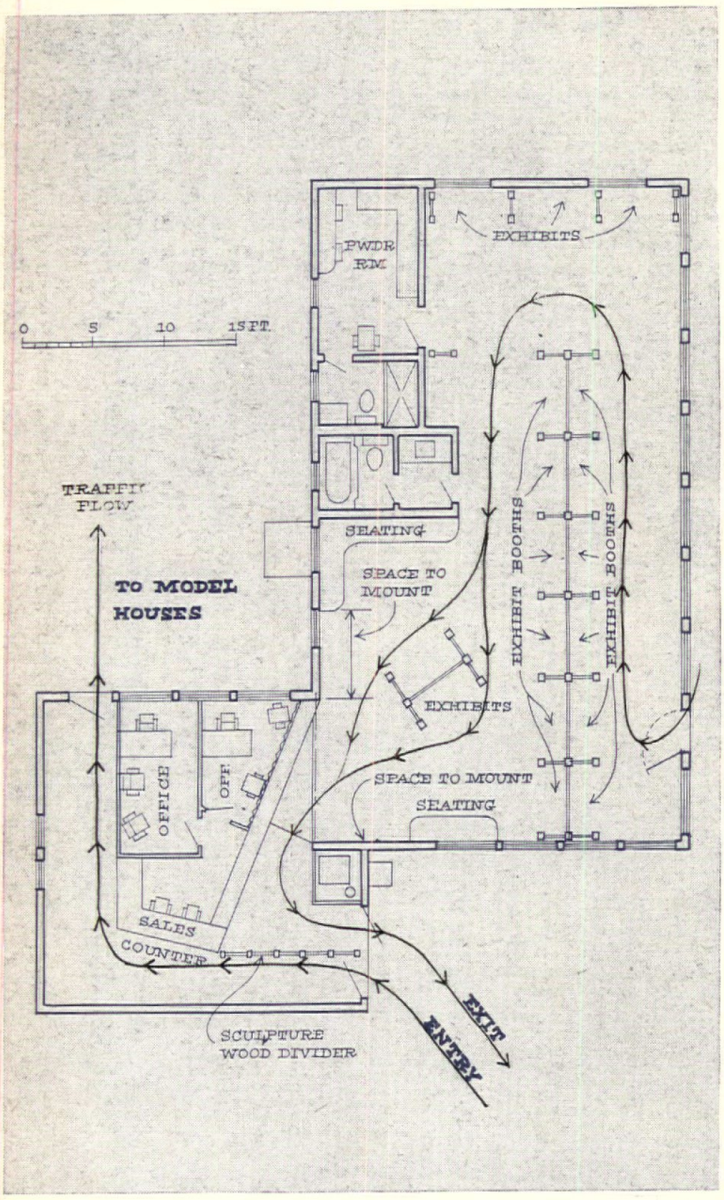


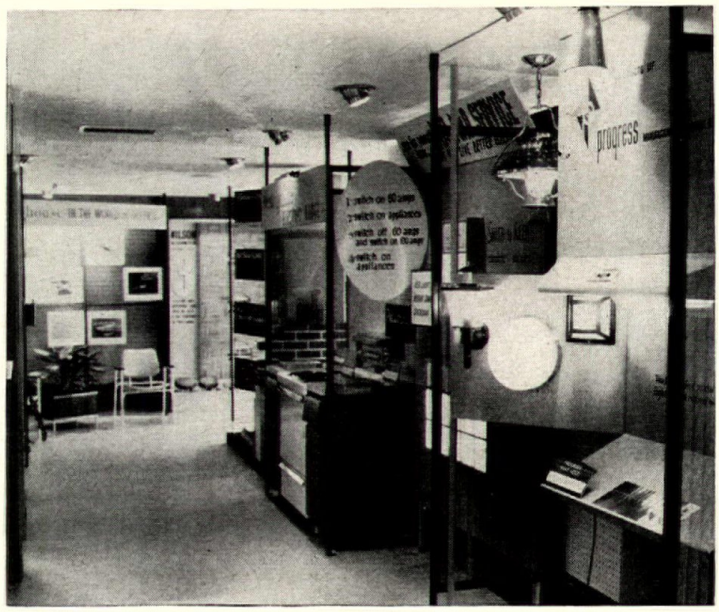


Model houses—set among trees—look like established homes

"By saving trees and arranging models around a cul de sac, we created the feeling of a homey neighborhood," says Goldrich. "We kept signs to a minimum—only used them to identify the houses. In front of each house we put colonial symbols like benches, wagon wheels, and lamps." Models are (left to right from top) the Monroe Farmstead ($14,990), the Madison Ranch ($15,490), the Jefferson Ranch ($14,990), and the Washington Colonial ($15,390), Goldrich's best seller.

To see Goldrich's "Hall of Famous Products," turn the page





In the product hall, Goldrich planned every step his visitors take

"We make sure they will see every display," he says. "And we also make sure they will pass the sales desk twice—first as they enter from the parking area and then again before they leave."

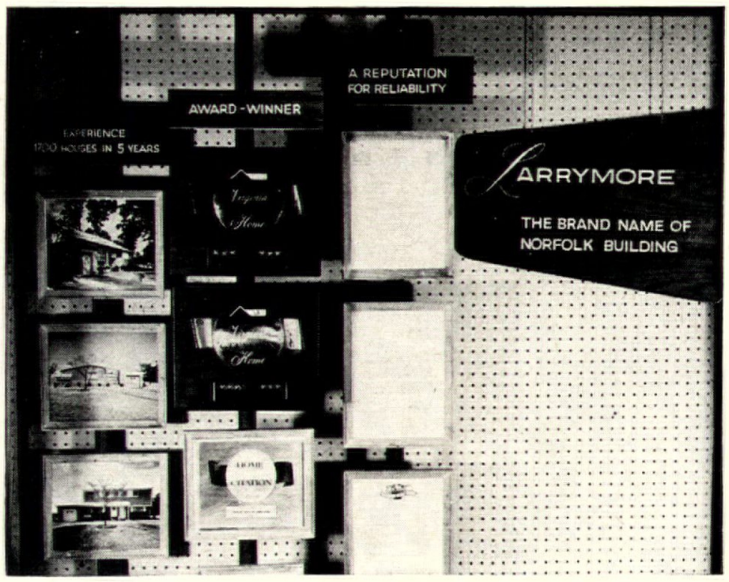
Following the planned route (arrows above) in Goldrich's "Hall of Famous Products," visitors see 16 product displays, a relief map of community facilities, and a color exhibit by Interior Designer Julie Sherman, who furnished and decorated the models.

Says Goldrich: "This is the most ambitious display area we have ever had. People come to see it almost as if it were a home show. Product displays are important because they show hidden values prospects often overlook when they go through furnished models. And, of course, they are a wonderful talking point for our salesmen—especially with the second-time buyers. It amazes me how much these people already know."



Hostesses help on busy weekends

To help greet visitors on the three weekends after his opening, Goldrich hired six hostesses from among his previous buyers and paid each $12 a day. He assigned two hostesses (with whom he is shown above) to his display building and one to each model house.



He boosts his own brand name too

"Larrymore" is the brand name used by Goldrich and his partner Leslie Berger. This display builds confidence in Larrymore houses by showing awards they have won and testimonial letters. Says Goldrich: "A builder's own brand name is the most important of all."



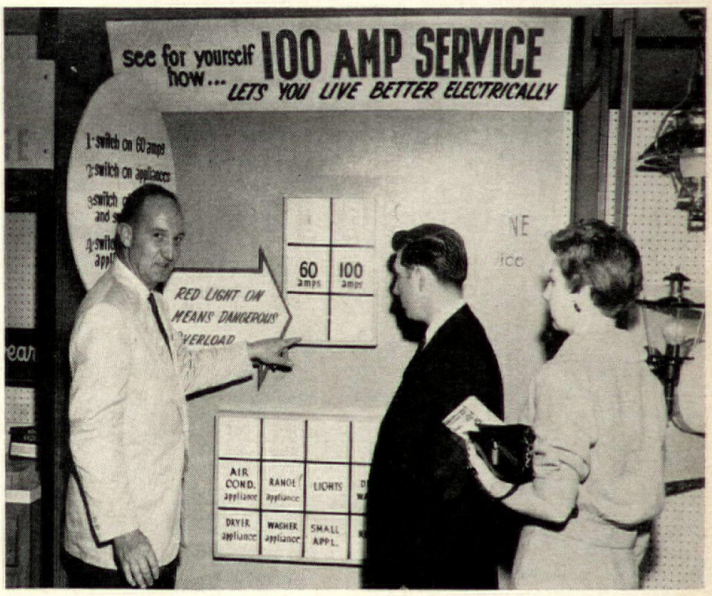












Product displays stir up interest with action and "benefit talk"

"The more action a display has and the more it shows the homebuyer what the product will do for him, the more it will help you sell houses," says Goldrich.

Example of action: the house power display (bottom row, right) designed by Goldrich's ad agency and built by a local electrical contractor. Visitors are invited to 1) switch on 60 amps, 2) switch on appliances (red light soon flashes on, signaling overload), 3) switch off 60 amps and switch on 100 amps (light stops flashing), 4) switch on more appliances (light stays off).

Example of "benefit talk:" the floor tile display (middle row, right) designed by Armstrong and built by a local distributor. Copy reads: "Resists oil . . . waxes easily . . . resists scratches and stains . . . not affected by household chemicals . . . stays bright for years . . . easy to clean."

Adds Goldrich: "Sometimes you need a display to point out that a product is standard equipment and not an extra. Unless you display air conditioning equipment [top row, right], for instance, people may think it is used only in your models and is not standard in all your houses." /END



POST-AND-BEAM FRAMING gives strong panelized look. Panels are set between posts with wood stops. Three barrel skylight, left rear, opens living room.

Here is the first builder-built aluminum sandwich panel house

It is not an experimental house. It was built in the regular course of business by 10-house-a-year Pittsburgh Builder Tom Douglas.

"The house is a breakthrough for industrialization. It brings sandwich panels into the vocabulary of everyday building," says Housing Consultant Carl Boester. Up to now these panels (Alcoa's Alply) have been used only in commercial work and a few experimental houses. But larger production runs have reduced costs 33% in the last three years. Contract price for this house: $20,500. It has 1,700 sq ft of living space, four bedrooms, 2½ baths.

"Today," says Builder Douglas, "I can build cheaper with Alply than conventionally. I buy these wall panels for 95¢ a sq ft, roof panels for a little more. Building conventionally, I have to use brick veneer at $1.50 a sq ft, plus the cost of insulation, vapor barrier, sheathing, anchors, and interior finish. Framing for either system—post-and-beam vs studs 16″ oc—costs about the same.

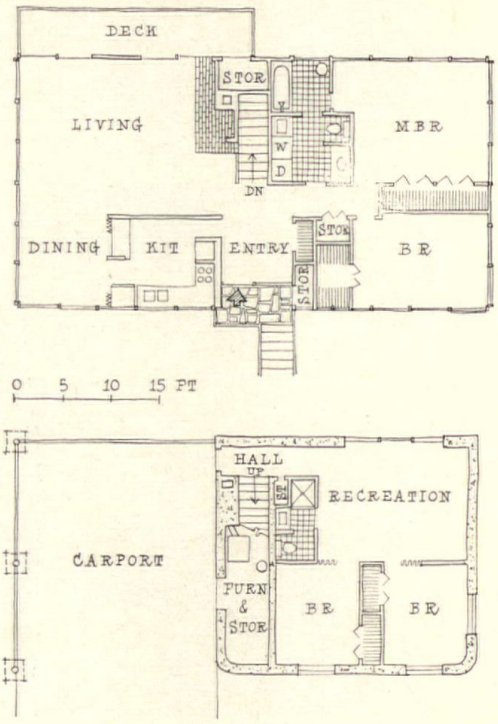
"If I were building a whole subdivision I could buy wall panels for 85¢ a sq ft and with more training my crew could close in faster than it did. As it was, three men on their first try enclosed the entire house in two days.

"Wall panels were *glazed,* with wood stops, between fir posts 4′ oc. Roof panels were simply set on roof beams and nailed through," says Douglas. For walls, foamed polystyrene core panels are 2″ thick with 0.032″ enameled aluminum outer skins and ¼″ hardboard inner skins with aluminum foil vapor barrier—U factor 0.012. For the roof, panels are 3⅜″ thick with ⅜″ plywood top skin (that takes built-up roofing) and enameled aluminum inner skin—U factor 0.08.

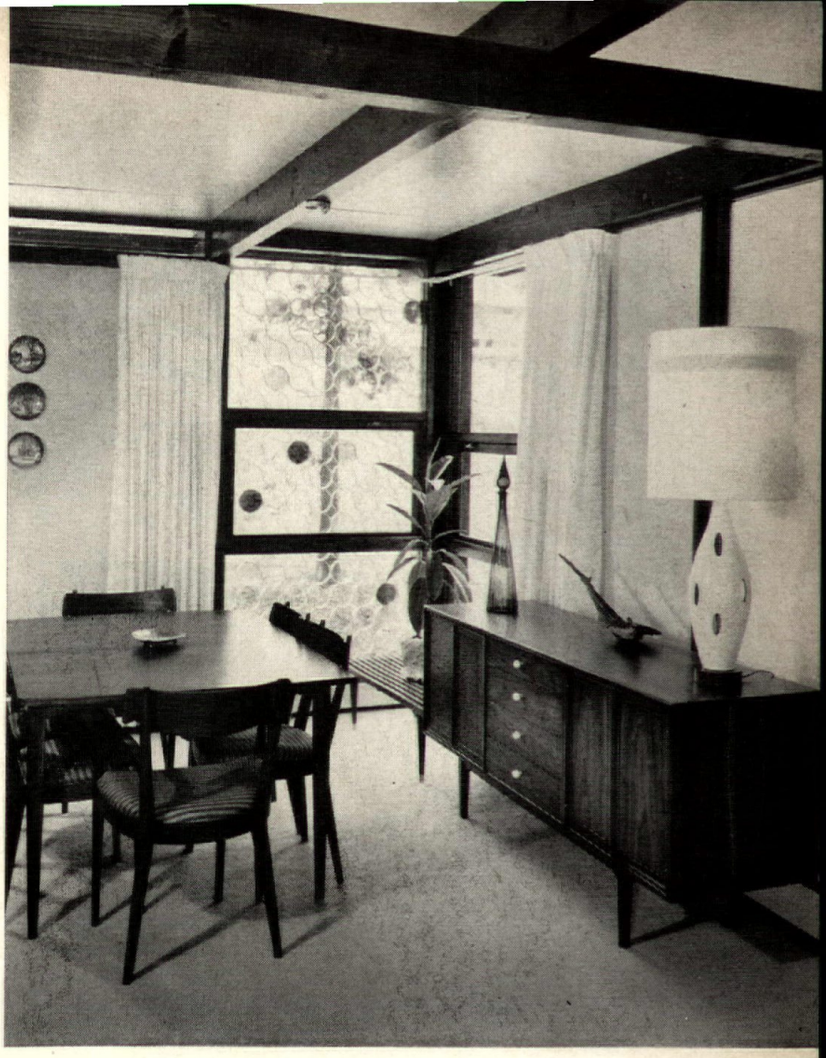


BUILDER Douglas has been building seven years.

THE INDUSTRIAL REVOLUTION IN HOUSING
PROGRESS REPORT 6

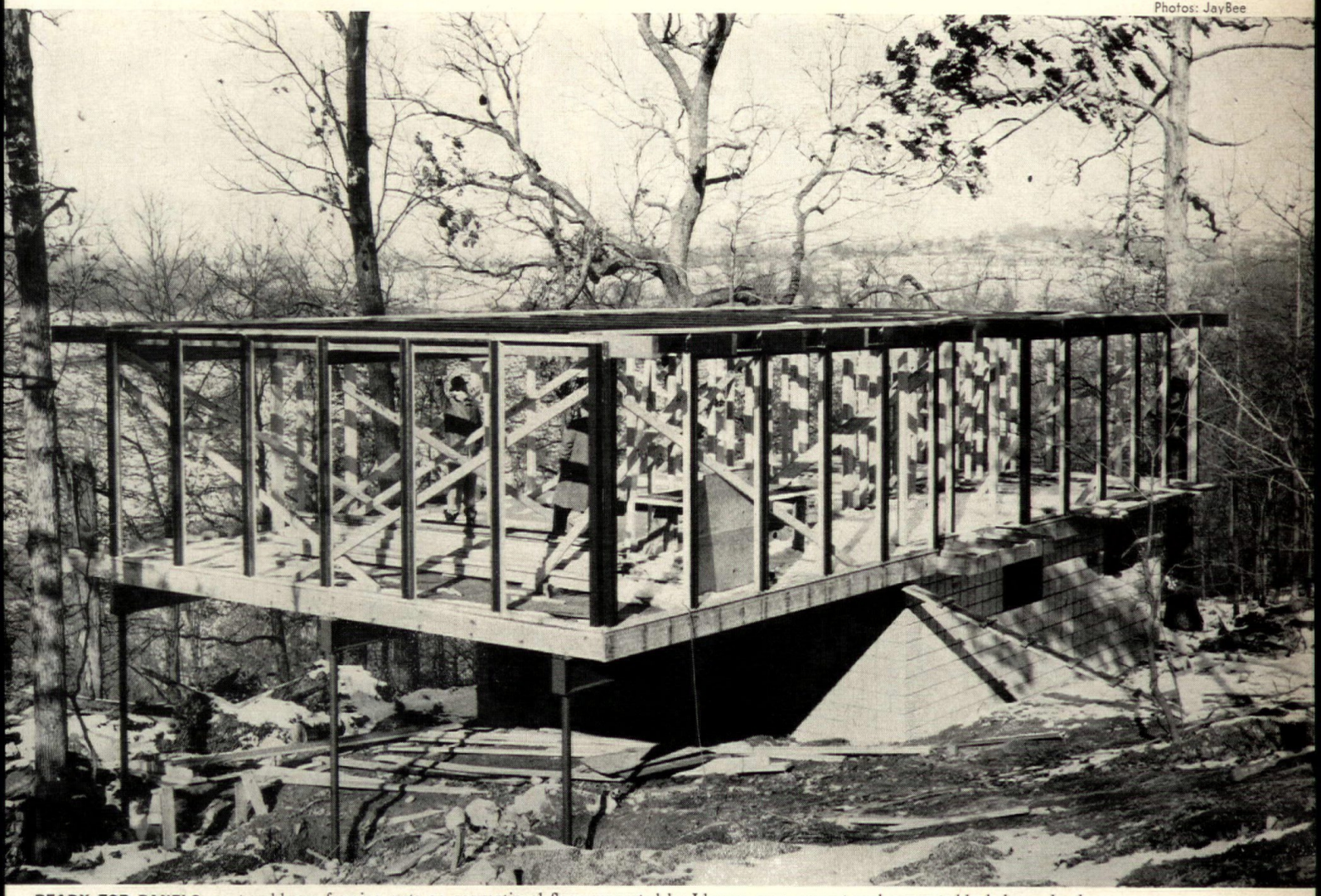


FLOOR PLAN shows 2½ baths, four bedrooms in two-level home. Architectural Engineer Paul Freeman is designer-owner.



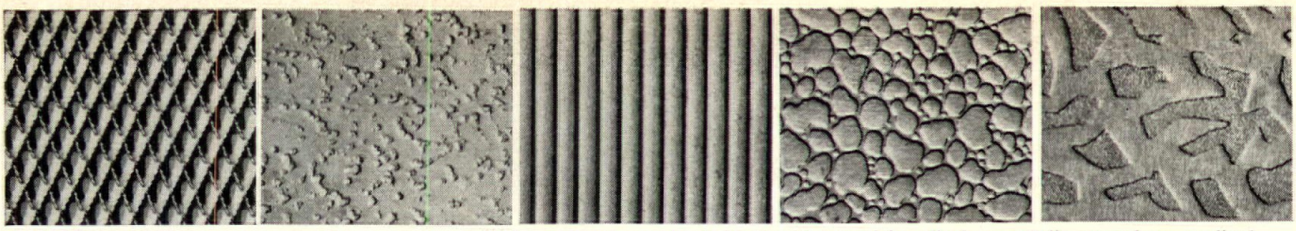
EXPOSED BEAMS show how longitudinal beam supports transverse beams. Vent sash is set between fixed double-glazing.

Photos: JayBee



READY FOR PANELS, post-and-beam framing rests on conventional floor supported by I-beams over carport and concrete-block lower level.

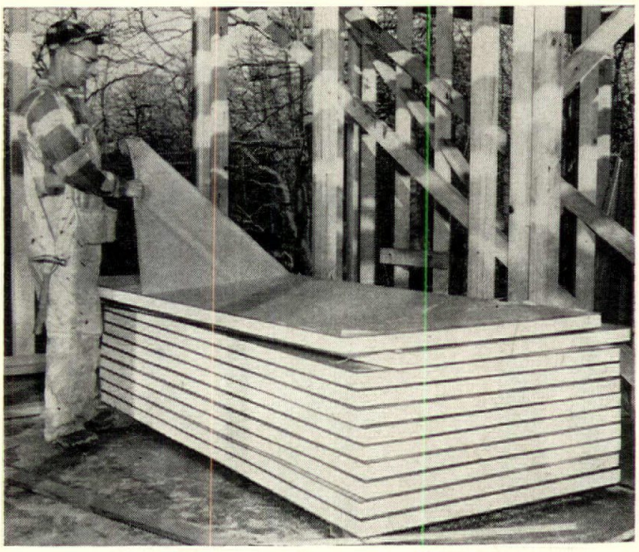
To see how panels enclose the house, turn the page



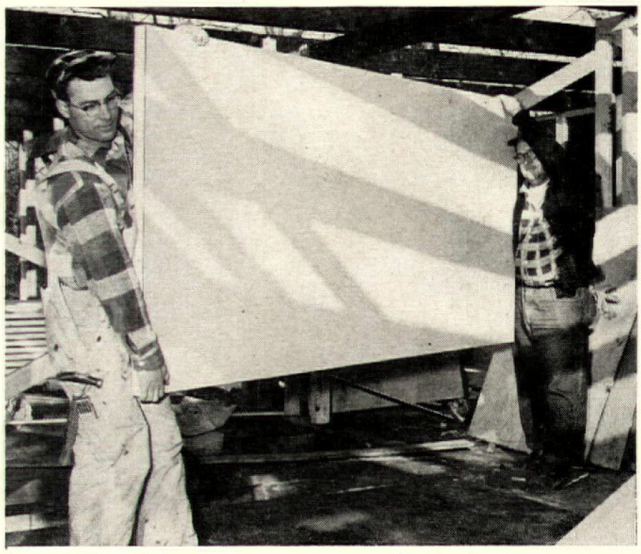
Newman Schmidt

TEXTURED ALUMINUM PANEL SKINS (some available patterns) can be finished with porcelain, alkyd, or acrylic enamel or anodized.

Photos: JayBee



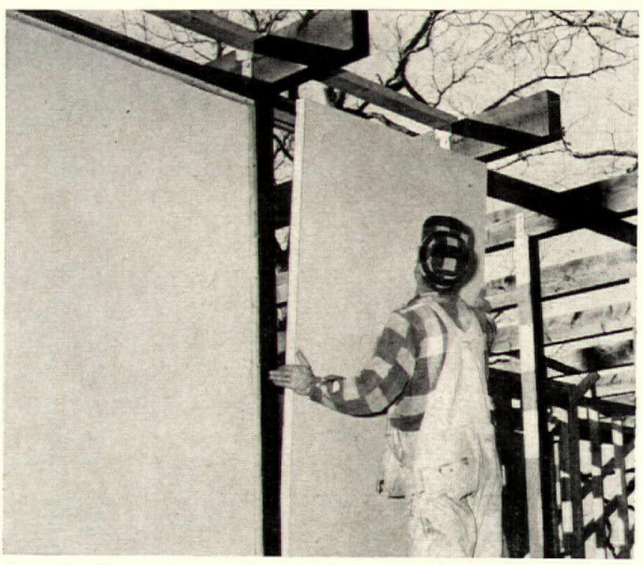
1 Prefinished panels have paper protection. In background stud partitions with diagonal bracing give racking resistance. Panels can't do this as they are used simply as curtain walls.



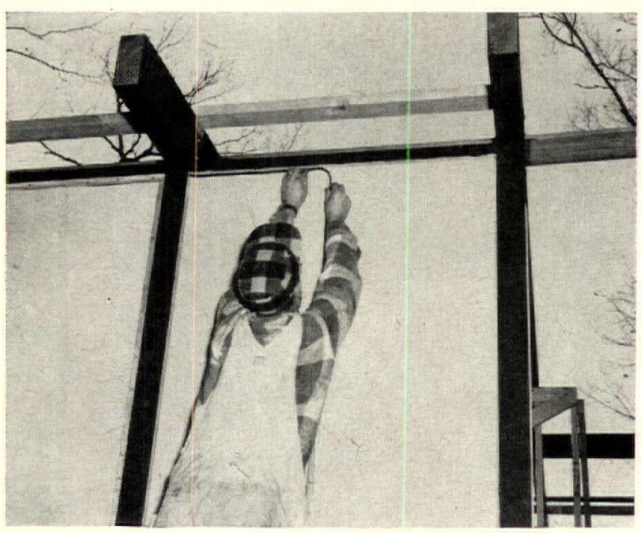
2 Light-weight, 4'x8' panels are easily handled by two men, so a crew of three can enclose house in two days. Panels can be load-bearing, but in this house, framing takes all loads.



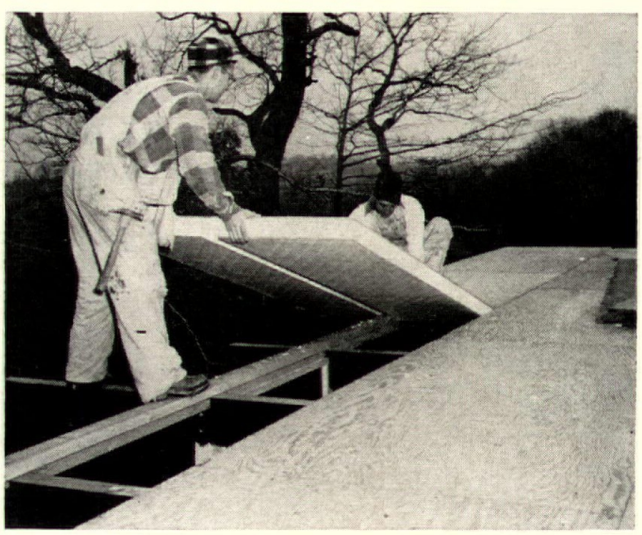
3 Inner stops (drawing opposite) are set, then bead around opening is laid with caulking gun. Sill flashing fits into kerf in bottom edge of panel's foam core. Posts are 4' oc.



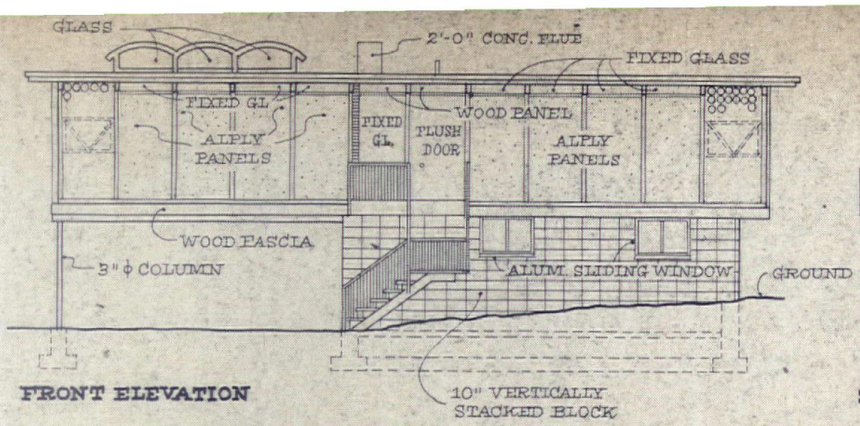
4 Enclosing house is fast. Wall panel, with aluminum skin out is pressed against caulking bead on inner stop. If panels were used for load-bearing they could support loads of 1,200lb/ft.



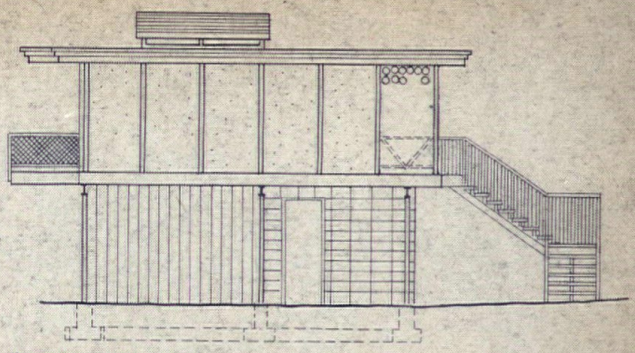
5 Finishing takes two steps: first, elastomer tape is stuck to edge of panel face, then outer stops lock panel in place. Twenty-four panels were used in exterior wall, 60 in the roof.



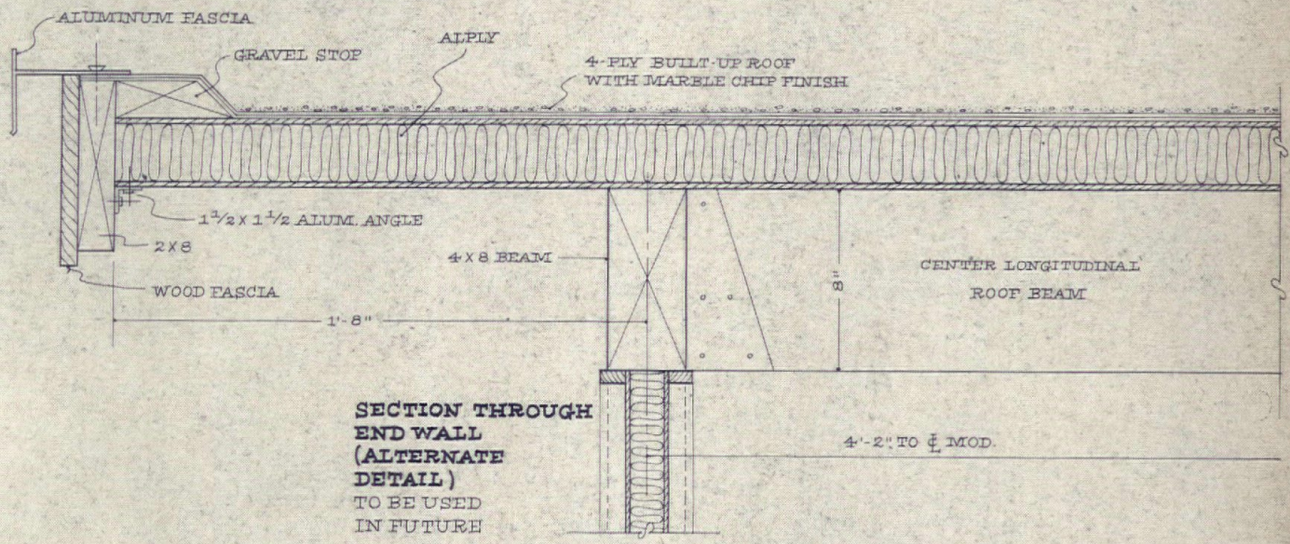
6 Roof panels at roof edge are dadoed with power saw and hammer (for hacking foam) to cut heat transfer in skin and fit over 2x4 plate that positions roof beams. Panels can span 8'.



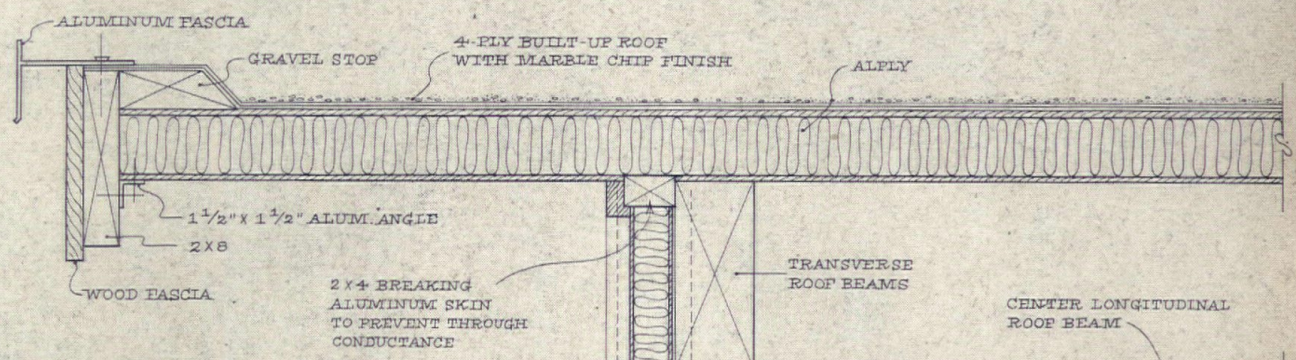
FRONT ELEVATION

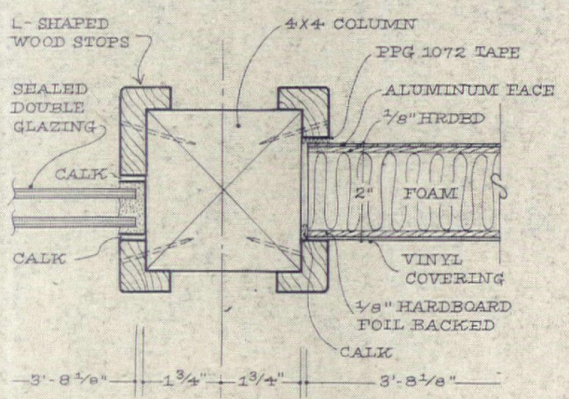


SIDE ELEVATION

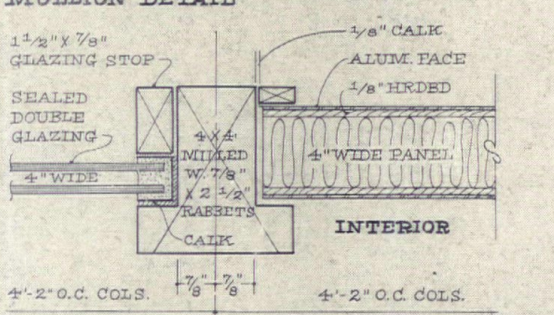


SECTION THROUGH END WALL (ALTERNATE DETAIL)
TO BE USED IN FUTURE

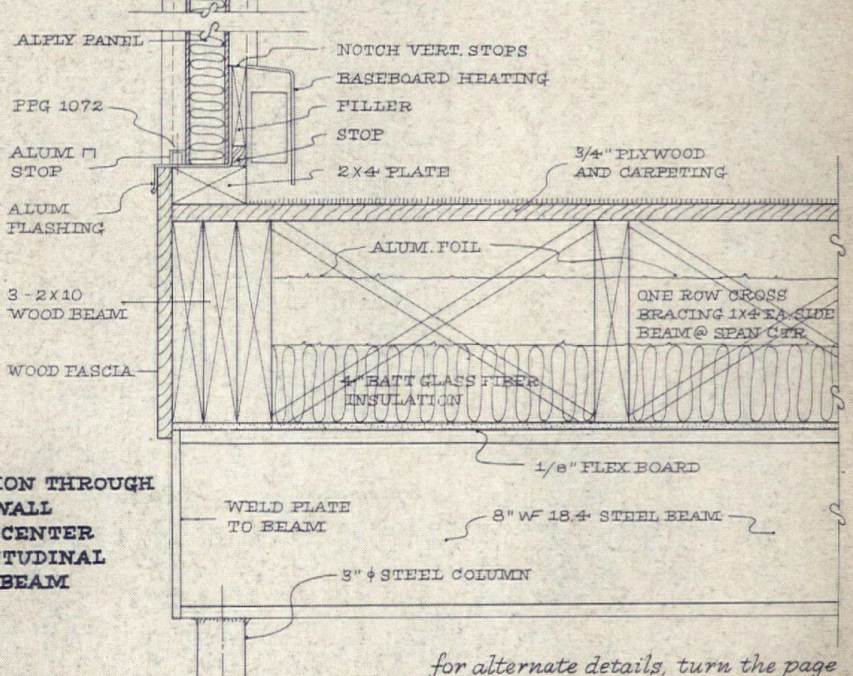




MULLION DETAIL

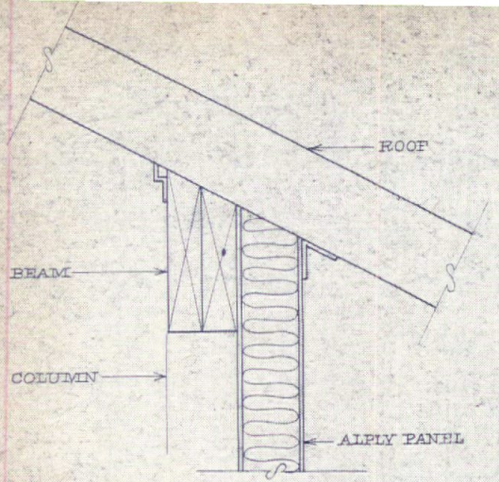


ALTERNATE MULLION DETAIL
TO BE USED IN FUTURE

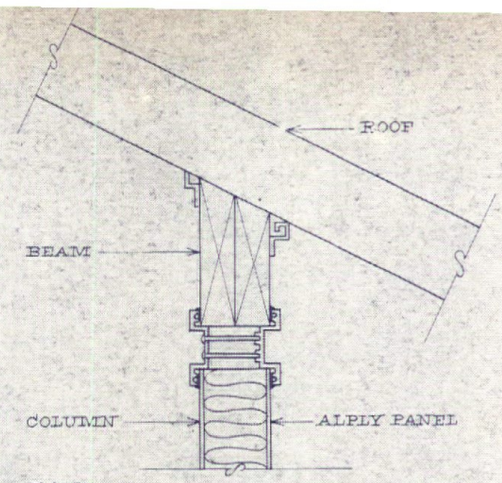


SECTION THROUGH END WALL NEAR CENTER LONGITUDINAL ROOF BEAM

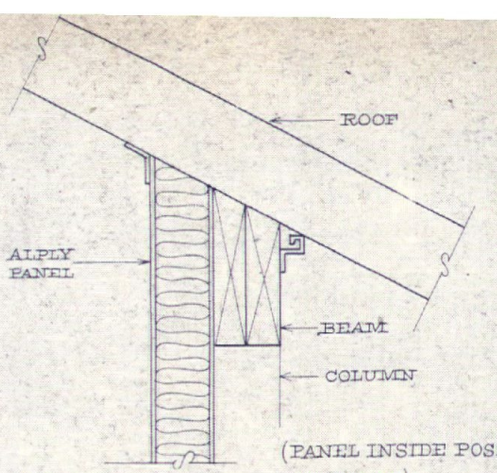
for alternate details, turn the page



EAVE
(PANEL OUTSIDE POST AND BEAM)



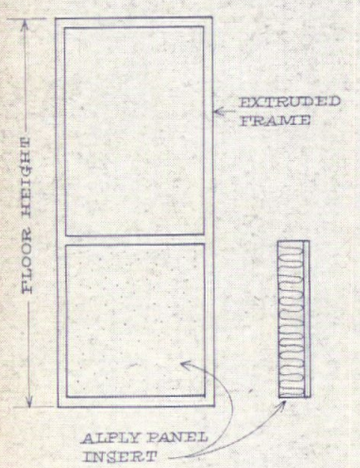
EAVE
(PANEL FLUSH W/POST AND BEAM)

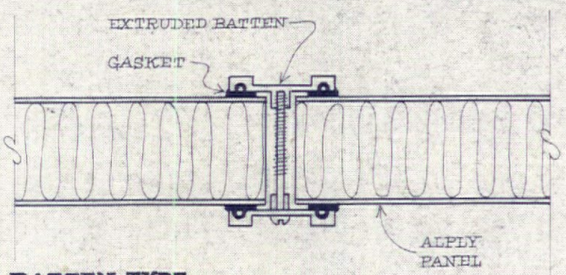


EAVE
(PANEL INSIDE POST AND BEAM)

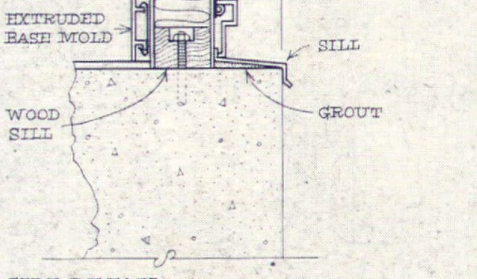
ALTERNATE DETAILS FOR ALUMINUM SANDWICH PANEL SYSTEMS

VERTICAL JOINT SYSTEMS :

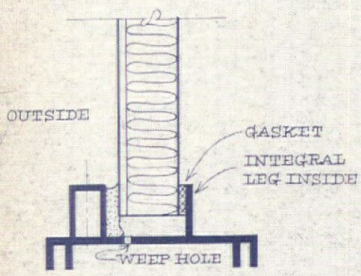




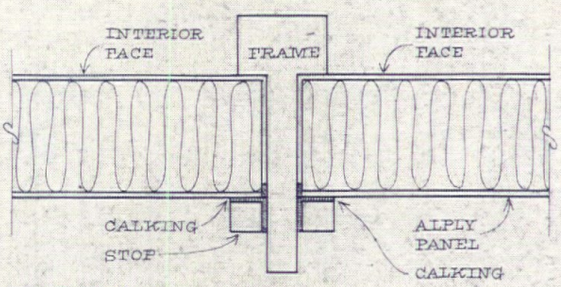
BATTEN TYPE



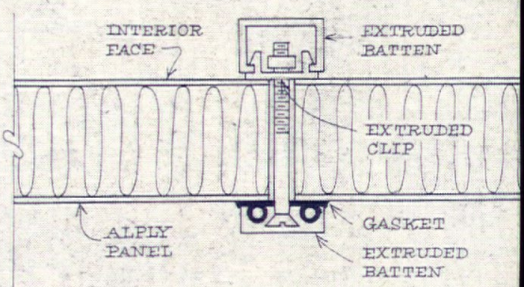
SILL DETAIL



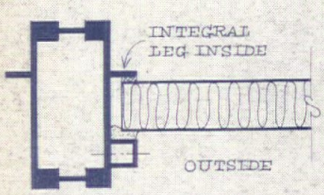
VERTICAL SECTION AT PANEL SILL



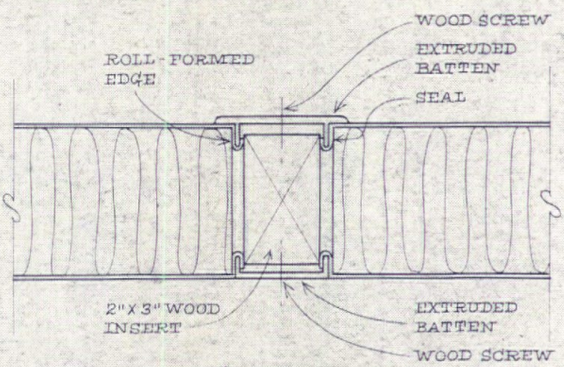
FRAME TYPE



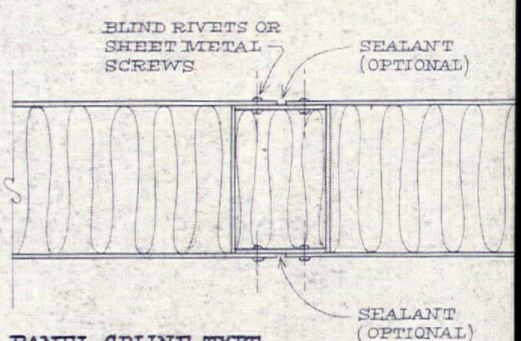
BATTEN TYPE
(HIDDEN FASTENER)



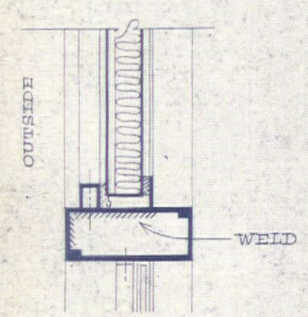
HORIZONTAL SECTION AT PANEL MULLION

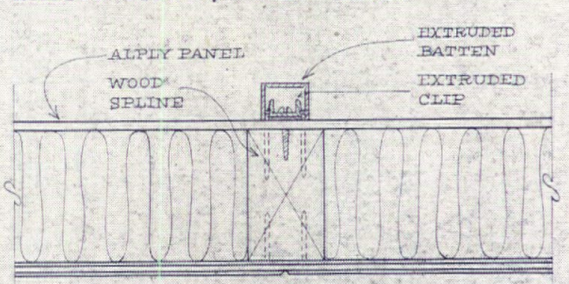


BATTEN TYPE W/WOOD INSERT

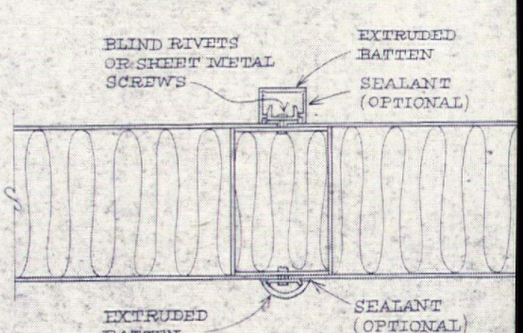


PANEL SPLINE TYPE





SPLINE TYPE W/BATTEN



PANEL SPLINE TYPE W/BATTENS



BUILDER HARRY QUINN (right) and his vice president, Dick Brown (second from right), tell visiting builders their latest marketing idea. L. R. Holler

This is a sales office—

but the men aren't buyers

They are some of the 150 builders who

(along with H&H Associate Editor Max Huntoon)

came to see Chicago's newest housing success story

and to learn . . .



NEW HOUSES are models in the display area of Harry Quinn's Pacesetter Knollcrest development.

. . . How to sell new houses to families

"There are thousands of dissatisfied homeowners who have the equity and income to trade up to a better home. The reason they don't is because we've never gone after them the right way."

So says Harry Quinn, president of Chicago's Pacesetter Homes. And in Knollcrest, a 700-house project south of Chicago, he is using new methods and proving that this trade-up market can be sold in volume.

"We are convinced the trade-up market is our biggest market today"

"We opened Knollcrest early in June. By the end of July we had enough contracts and deposits to close out the first 136-house section. And we are still selling at the rate of one house a day." Adds Quinn:

"In our area this would be good volume for a $14,000 house with a low down payment. For a $20,000 to $30,000 house with a minimum down payment of $4,000, it's phenomenal."

Did this trade-up market suddenly appear out of the blue?

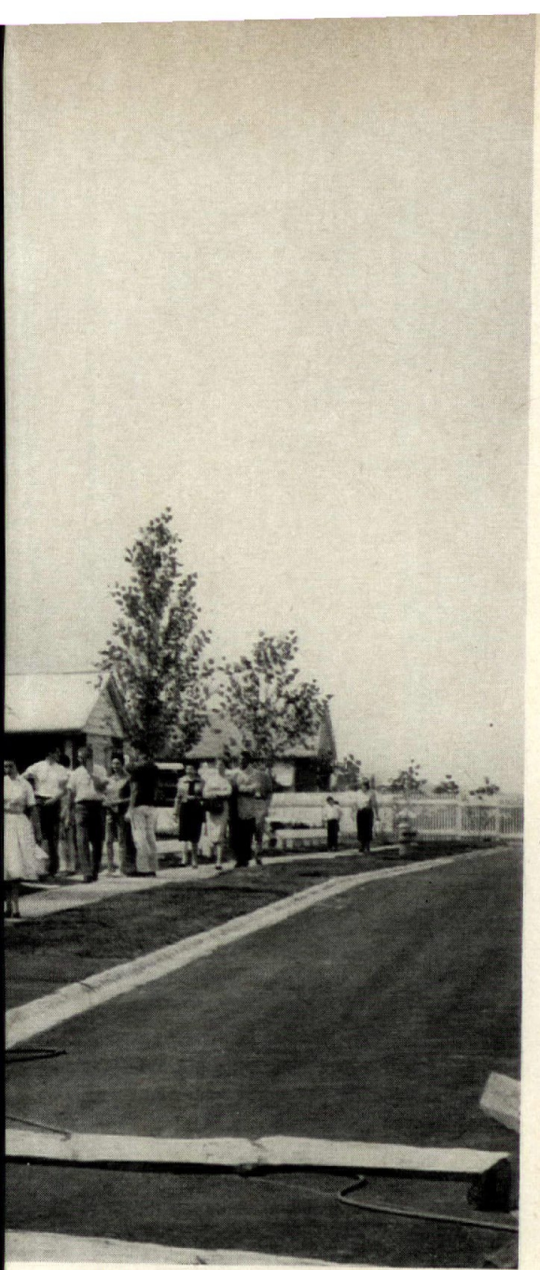
"No indeed," says Dick Brown, Quinn's vice president of marketing. "The market has been there all along, but until now we didn't know how to sell it. Now that we do, we are going to make it a permanent part of our operation. We think it will get better every year."

Before starting Knollcrest, Quinn and Brown studied the trade-up market for over a year. They talked to other builders, paid special attention to their own past projects in the same price range, and concluded:

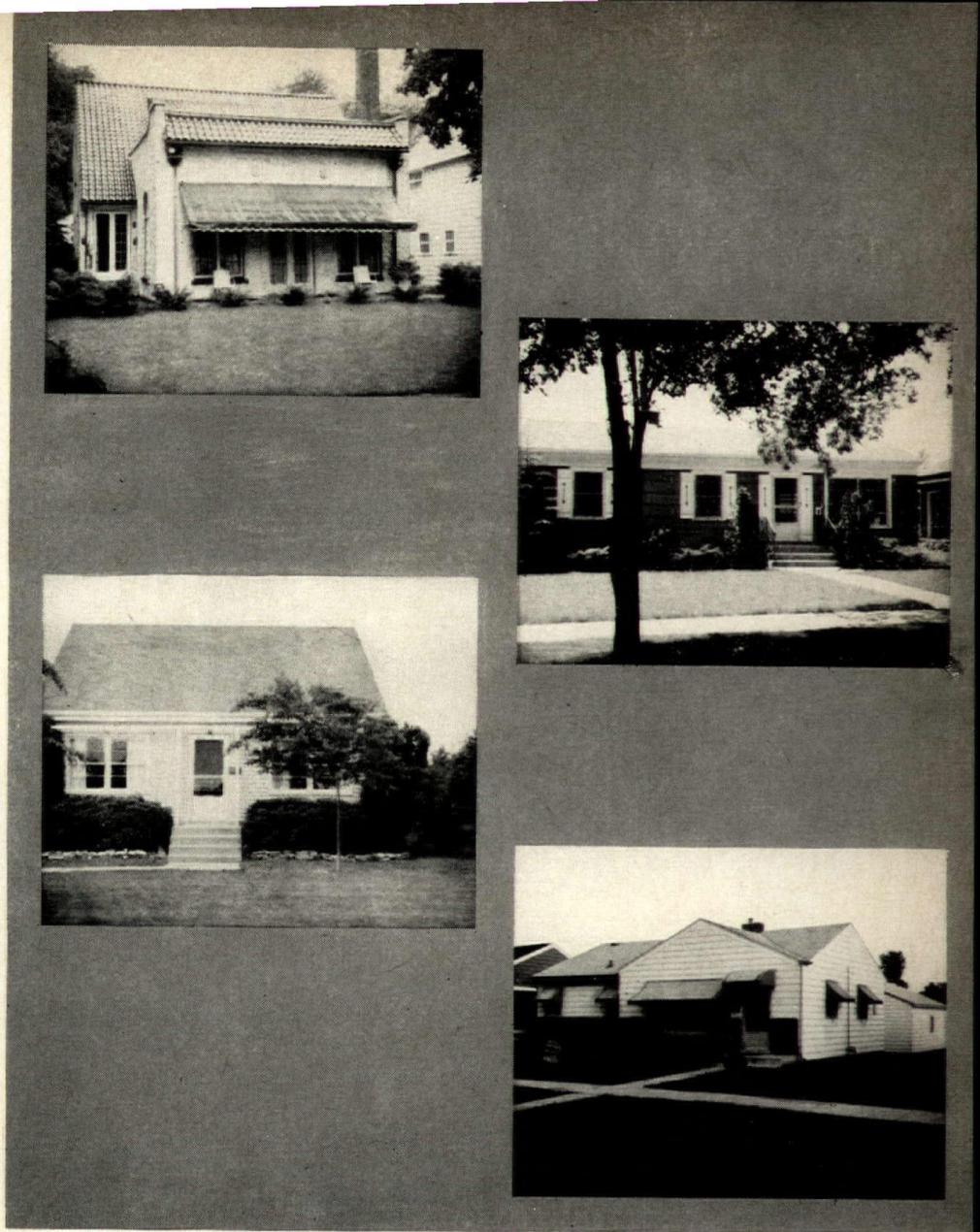
"If you want to sell the trade-up market, there are two basic problems to lick"

1. *Most trade-up prospects cannot find a house sufficiently better than the one they are now living in.*

Says Quinn: "You can't sell your prospect a house that is just like his present one,



L. R. Holler



OLD HOUSES were owned by families who are trading up to Pacesetter Knollcrest homes.

who already own old houses like these

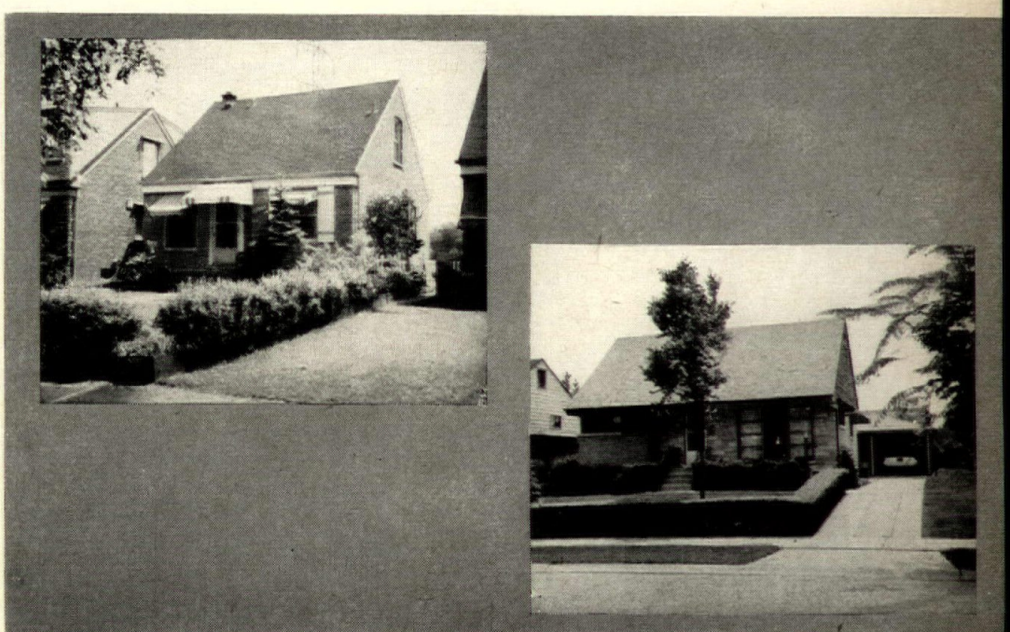
only bigger. He wants something that is a step up not only in size but also in quality."

Adds Brown: "Remember, the trade-up prospect is a tough customer. He has owned a house before, and he knows exactly what he wants this time. You can't fool him."

2. *Most trade-up prospects are worried about selling their old houses.*

"There is a time lag there that can kill a sale," says Quinn. "If the buyer sells his old house too soon, his new one may not be ready, and then he has no place to live. If he sells his old house too late, he finds himself paying carrying charges on two houses instead of one. And there is always the nagging worry that when he does sell the old house he won't get a high enough price to handle the down payment on the new one."

To solve these problems, Quinn set up a seven-point marketing program. *To see how it works, turn the page.*



continued

1. Find out why your trade-up prospects are dissatisfied with their present homes

Quinn sent interviewers (right) out ringing doorbells to learn how homeowners feel about their present homes. They asked housewives to name their "pet peeves," asked them also what they liked best about their present homes.

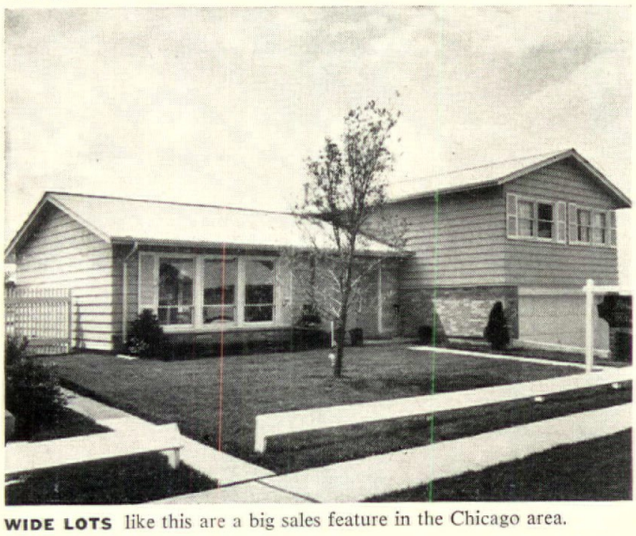
In addition, Quinn wrote to prospects who had visited his two most recent developments without buying, asked them if they had bought a new home yet. Those who answered yes got a phone call, were asked what particular feature had decided them to buy. Finally, Quinn went back over his old construction records, listed the extras that buyers requested most often.

"From all this information," says Quinn, "we found out which features most families want most. Then we designed as many as we could into Knollcrest."



INTERVIEWS with homeowners revealed the features trade-up prospects want the most.

H&H staff



WIDE LOTS like this are a big sales feature in the Chicago area.



BIG BACKYARDS like this provide lots of space for outdoor living.

2. Make your neighborhood a real step up for your trade-up prospects

Quinn puts his houses on 60′ to 80′ lots, far bigger that most Chicagoans are used to (25′ frontages are not unusual in the area). And he makes the lots deep enough to provide spacious back yards. Back yards of models are dramatized with barbecues, fountains, fish ponds, and even a small greenhouse.

The streets are curved to avoid a monotonous grid pattern. There are few intersections, almost no through traffic.

There will be no look-alike neighborhoods in Knollcrest. To assure variety, Quinn assigns a specific house model and color to each plot and permits no changes. The same house is never built twice on the same street and is seldom built twice in the same section.

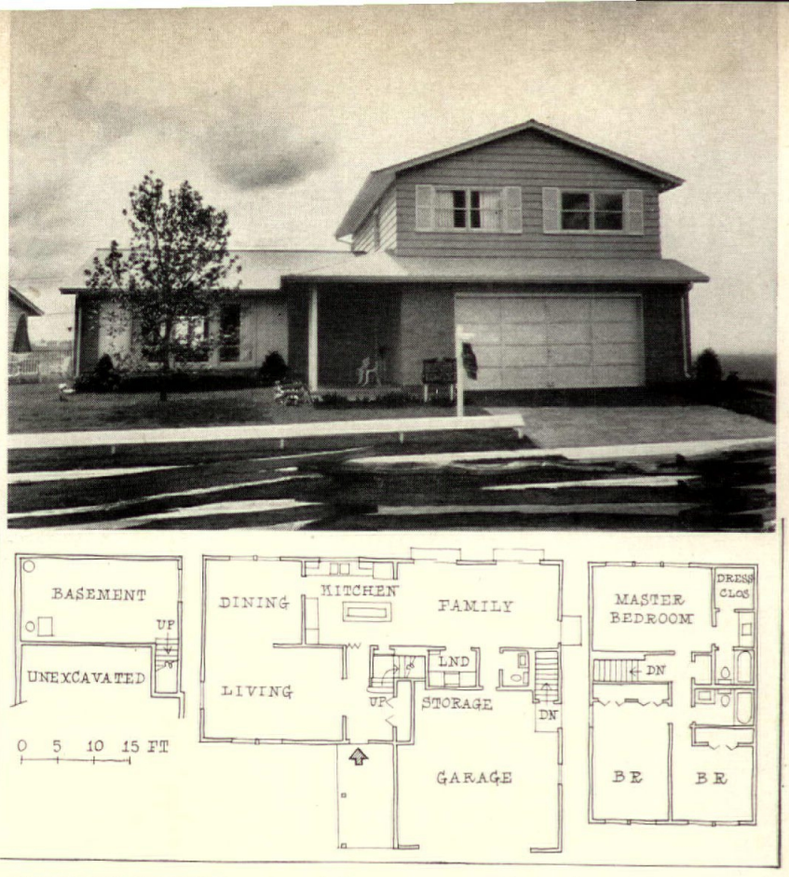
3. Plan your houses to include what your trade-up prospects want most

The exteriors of Quinn's houses are of brick and aluminum (right). That's because his market research showed that low-maintenance cost is the feature his prospects consider most important. For the same reason, Quinn changed his construction from full brick to frame and veneer in order to permit better insulation *(p 143)* and consequent lower heating costs.

Prospects also wanted an extra half bath, which Quinn places near the back door to be handy for children's use. (Surprisingly, this half bath was wanted more than a second full bath in the bedroom area.)

Many families wanted more than three bedrooms. Quinn designed a split with an optional fourth bedroom and a raised ranch that can have as many as five.

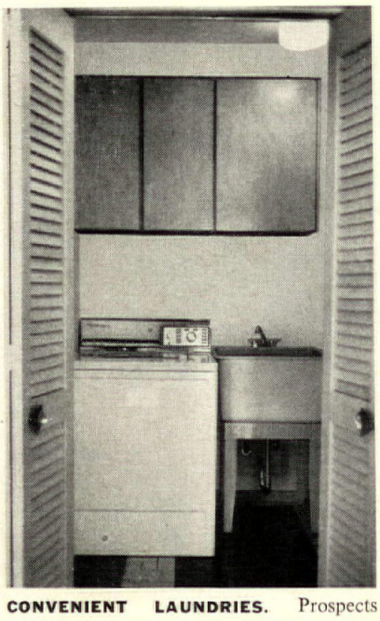
Shown below are more of the "wanted" features Quinn puts into Knollcrest.



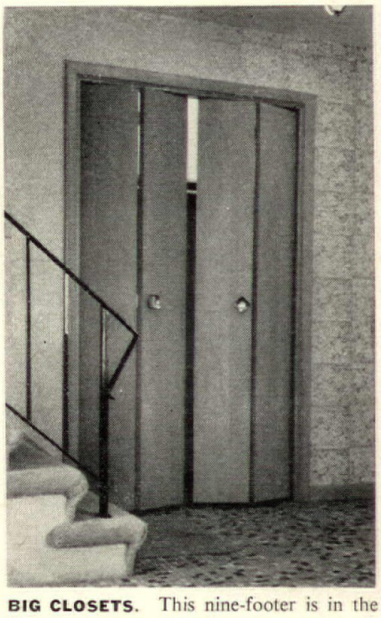
IMPRESSIVE EXTERIOR and good floor plans. Both are important to trade-up buyers. This is the "Corinne," Quinn's biggest model. It sells for $28,990.



ATTRACTIVE ENTRIES. This, with a ceramic tile floor, is in the raised-ranch.

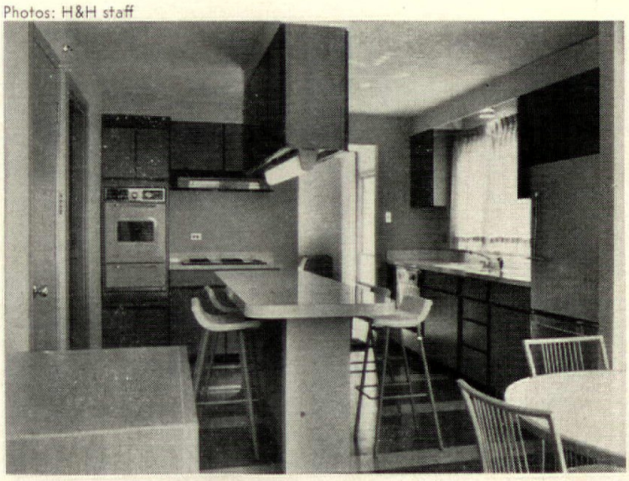


CONVENIENT LAUNDRIES. Prospects wanted them close to the kitchen.



BIG CLOSETS. This nine-footer is in the front hall of the "Corinne."

Photos: H&H staff



WELL-PLANNED KITCHENS. Prospects wanted them centrally located, also wanted them roomy and well equipped. This is in the "Corinne."



BIG FAMILY ROOMS. This adjoins the kitchen at left. Glass doors, left, open to terrace, louvered doors, right, to laundry.

continued

4. Make a date with your trade-up prospects to come out and see the models planned for them

Twenty girls made 4,000 phone calls inviting prospects to Knollcrest's grand opening. Quinn first mailed invitations to every name on his past prospect list (*p. 138*), then followed up with the phone call a few days later.

Says Dick Brown: "We can trace 30 early sales directly to our phone campaign, and we know there have been many more indirect sales since. And the cost, including the phone bill, was less than a full page newspaper ad."



PHONE CALLS to trade-up prospects were made by twenty Pacesetter homeowners.

H&H staff



EIGHTY-FOOT BILLBOARD at entrance tells visitors Knollcrest is for trade-up buyers. Roadside signs continue to model-house street.

5. When your trade-up prospects come, remind them that you planned it all especially for them

Quinn's reminders are signs like those shown above, placed in every part of the model house area.

An 80′ billboard at the project entrance establishes the theme: Knollcrest is a project designed for homeowners who want to trade up to a better home.

Smaller signs, placed along the entrance road and the model house street, point out the quality of the neighborhood and general features of the houses.

Finally, signs like those at the right are placed inside the houses, call attention to the features that ranked high in Quinn's trade-up market survey.



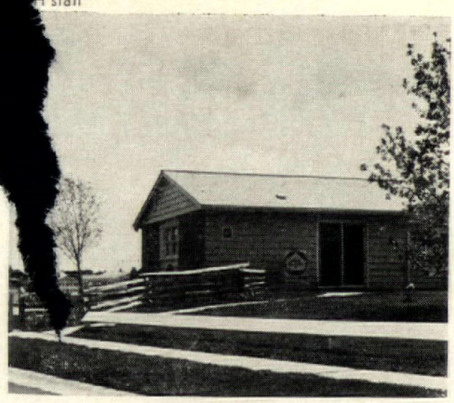


(And remind them, again, inside the house)





H staff



6. In your sales office, demonstrate the quality your trade-up prospects will get in their new homes

At Knollcrest, Quinn has two complete kitchens (right) set up in his sales building because he knows that kitchens are one of the first places most buyers look for quality. These display kitchens remind prospects of the kitchens they've just seen in the models. And the appliances all function, so visitors can see how they work.

To show other quality products he uses in his houses, Quinn set up a 20′ display board. On it he puts the brand names that are used in Knollcrest, samples of many of the products, and manufacturers merchandising displays (center).

To show the quality of his community planning, Quinn has an artists rendering of the way Knollcrest will look when it is completed (bottom). The display shows the location of future schools, churches, and recreation areas.

Says Quinn: "We've found our prospects would rather pay $500 more for a house with quality living features than take a run-of-the-mill house at a lower price. We're giving them top quality and we want them to know it."



WORKING KITCHEN is one of two set up in the sales office. Visitors can see how appliances work, get the "feel" of being at home in a Knollcrest kitchen.

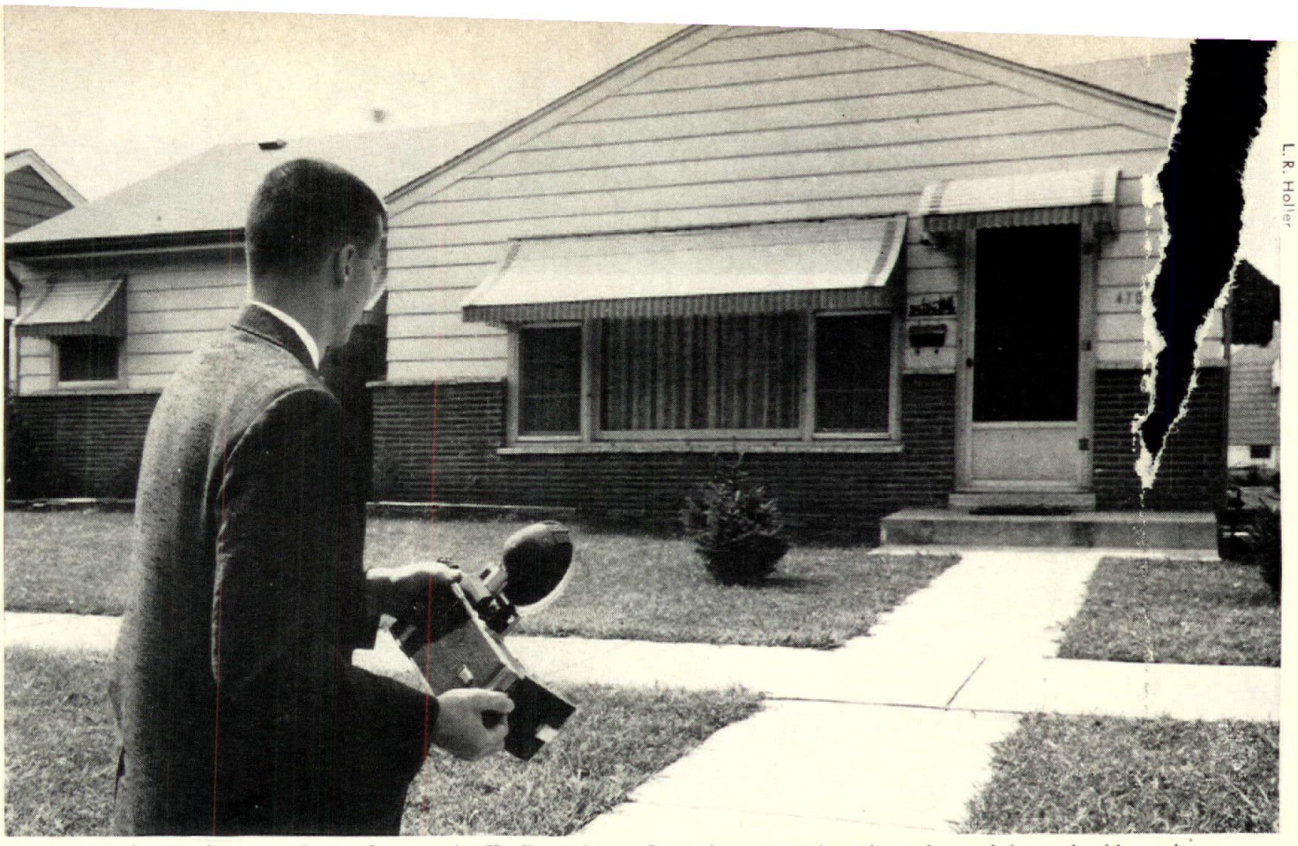


FULL INSULATION that Quinn puts in his houses is demonstrated in this display. Trade-up prospects are interested both in comfort and in low-heating costs.



FINISHED DRAWING, behind sales desk, shows how quality is built into the neighborhood. Plans at either side show which lots are sold.

continued



L. R. Holler

APPRAISER photographs present home of prospective Knollcrest buyer. Owner is guaranteed a price so he won't be stuck with two houses.

7. Clinch your sale by making it easy for your trade-up prospects to trade in their old houses

Quinn has boosted his new-house sales nearly 50% by guaranteeing to sell his buyers' old homes.

"We're taking care of the trade-up buyer's biggest worry," says Quinn, "how to get rid of his old house at the right time and at a fair price."

The trade-in program is called "equity transfer." Under it, Quinn agrees that if the buyer's old home is not sold by the time his new home is ready, he will take it over at a predetermined price.

Here is how a typical equity transfer case works

The buyer puts a $100 deposit on his new house. This holds it for ten days, during which time his old house will be appraised.

The old house gets two separate appraisals. One is by Pacesetter Realty Co (a firm set up by Quinn especially to handle trade-ins*), and the other by a completely independent appraiser. The two appraisals are adjusted to a single figure (they are seldom far apart) which becomes the "fair market price."

The buyer is told this price, told it represents what two separate appraisers think his house will sell for. He is then shown the costs involved in selling it: real estate commission, search fees, financing costs taxes, and an "equity transfer fee" (which is really a safety margin in case Pacesetter has to drop the price).

The net after these deductions is the price Quinn guarantees for the old house. It is usually between 80% and 85% of the appraised market price.

The buyer is told that while this is the minimum he will get for his house, between now and the time the new house is ready, he is free to try to sell it for more. Furthermore, Pacesetter Realty will do everything it can to help him.

"We tell the buyer," says Dick Brown, "our experience shows that in three cases out of four his old house will be sold by closing time, and for more than the guaranteed price."

If the buyer turns the price down, $75 of his deposit is returned. ("We used to return it all," says Brown, "but too many people were using us for free appraisals.") If the buyer accepts, the price is written into his contract. When the old house is sold or taken in trade, enough of its equity is transferred to take care of the down payment on the new house. (Quinn's mortgages are conventional, 20% down.)

Here are some of Quinn's rules-of-thumb for handling trade-ins

Don't waste time on the prospect who says, "I might be interested if you give me a good deal on my old house." If his first thought isn't for the new house, forget him.

Qualify prospects for their present equity as quickly as possible. When Quinn first started equity transfer, he had to give back many deposits to families who had plenty of income but not enough equity in the old house for the new-house down payment.

Take advantage of the new FHA regulations on trade-in houses. "We couldn't possibly have gone into this program without FHA," says Quinn. "It would have tied up too much of our capital."

*Says Dick Brown, who is president of Pacesetter Realty and a licensed broker himself: "You must have an established broker to sell your old houses. We considered using an outside realtor, decided that our own firm would give us better control, let us take the occasional gamble that we must. We set up Pacesetter Realty a year ago, anticipating equity transfer. We started with two men, operated like any other realtor. Today we have seven salesmen, a sales manager, and a trained appraiser. Though we consider ourselves primarily a sales aid for Knollcrest, we're showing a little profit on our own."

L. R. Holler



ADVANTAGES OF COMPONENTS are explained by Duane Linden (fourth from left), Quinn's construction chief. Quinn is second from left.

The visiting builders (first seen on page 135) also learned what Quinn gains by using components

The big thing Quinn gains is time.

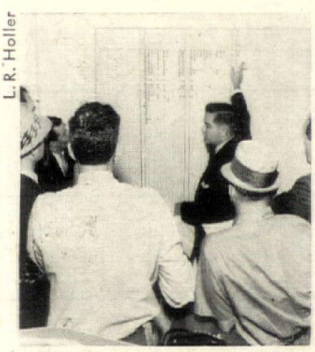
"We've cut our building time from 90 to 45 days since we changed to our component system," says Quinn. "And we can get even our biggest houses under roof in one day—important in Chicago where the weather is foul 30% of the time."

Quinn used to build full-brick houses, changed to his present frame panels "because it makes more sense to use a basic component which is the size of a 4′ panel than one which is the size of a single brick."

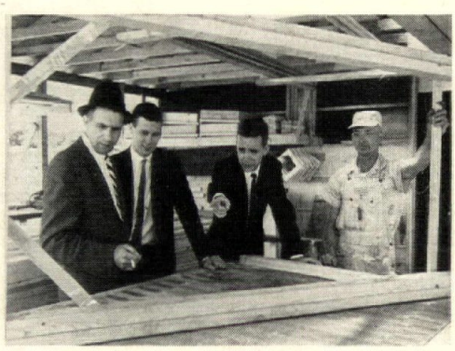
Another advantage: "The frame panels let us use batt insulation, give us a much better insulating job."

Quinn calls his system "modified LuRe-Co with some Bob Schmitt thrown in." Wall panels come in lengths of 2′, 4′, 6′, 8′, and 12′. Quinn has them made at a local lumber yard. He also has his own shop where he builds special and odd-sized components.

L. R. Holler



SCHEDULE is easier to keep with component building.



ON-SITE SHOP is where Quinn assembles his smaller components, such as this door buck.



COMPLETE SHELL is blacked in in one day, holds down construction time lost in bad weather.

END

Good Ideas File

On the following pages you will find the third in HOUSE & HOME's series of selected details from contemporary houses.

As before (in the February and April issues), the details shown here were selected on a very simple basis: we liked them and we thought you would.

They were chosen from all the many ideas the editors have seen in visiting hundreds of custom and built-for-sale houses and in studying countless photographs and blueprints. Some of the selected details show important ideas—ideas that may help you develop better plans or add architectural interest or cut building costs. But some (like the one opposite) show ideas we think you will simply enjoy looking at, even if you never have occasion to put them to practical use.

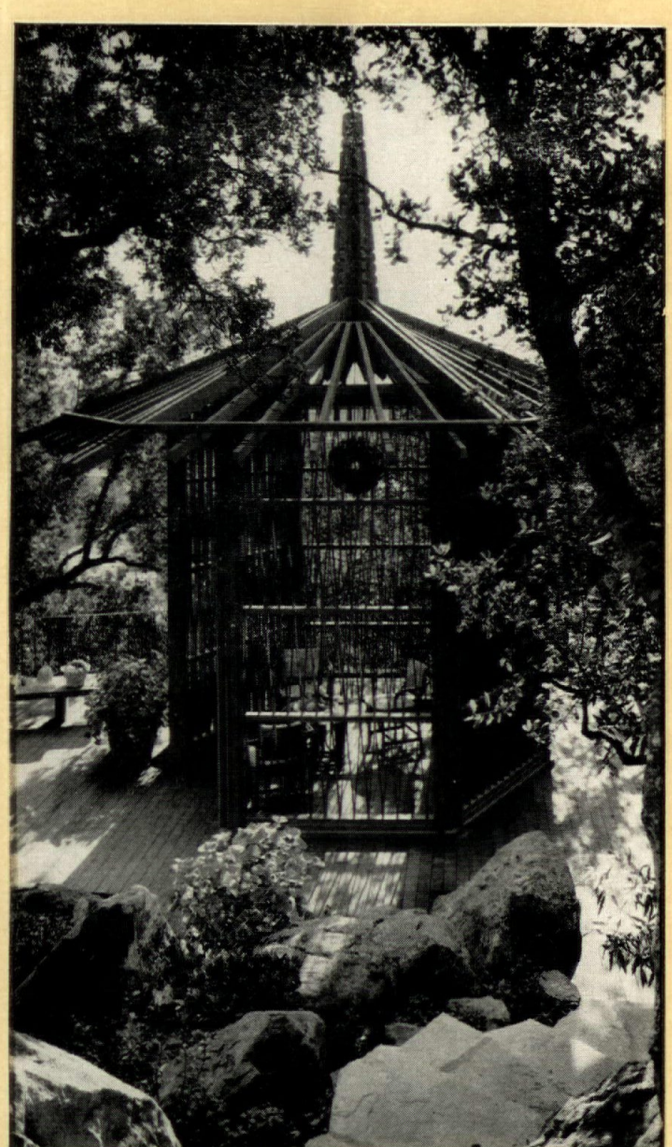
This month, we invite you to look at, enjoy, and (if you can) put to use good ideas for . . .

Gazebo opposite

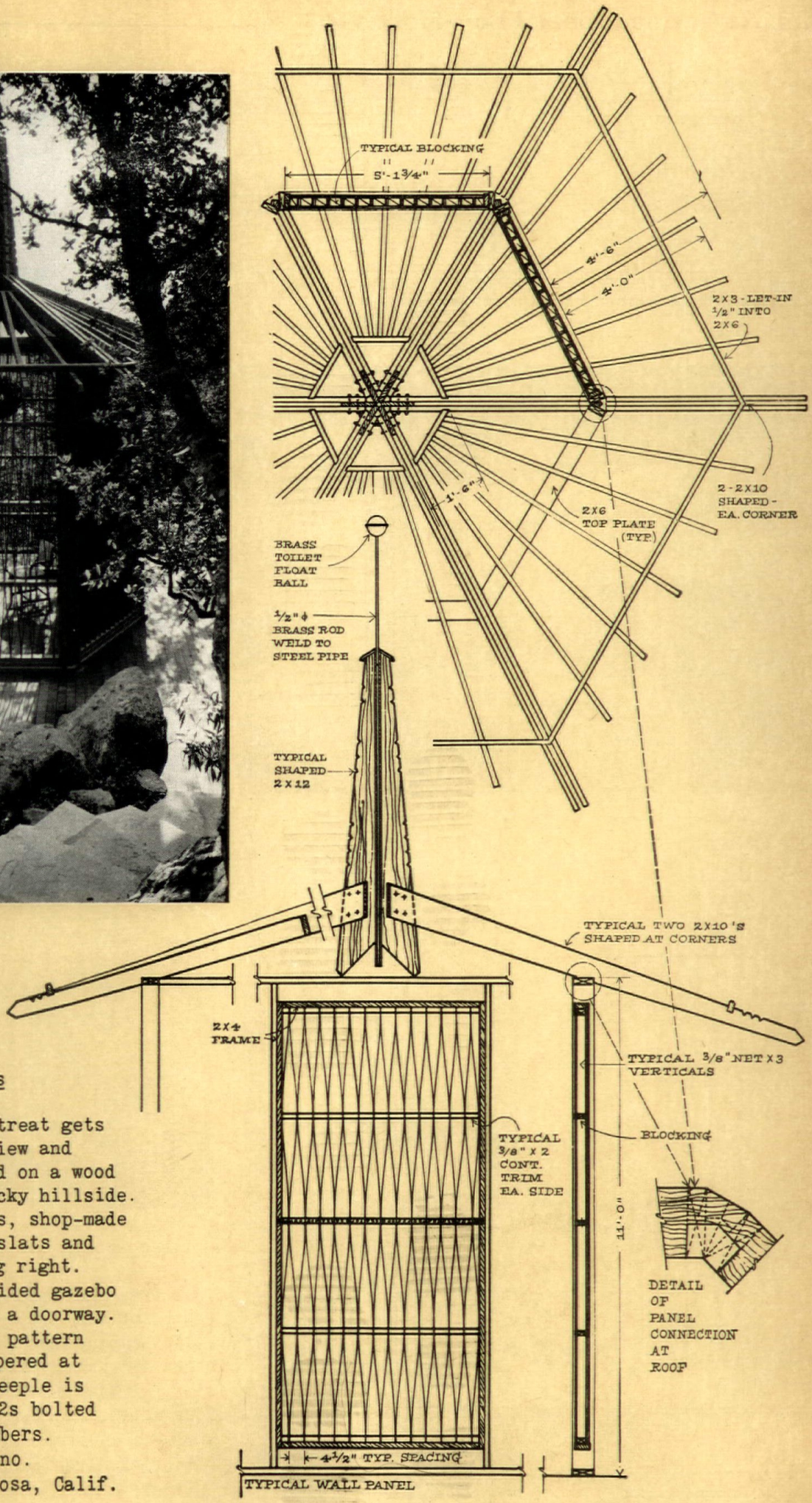
Fireplaces p 146

Stairways p 150

Balconies p 151



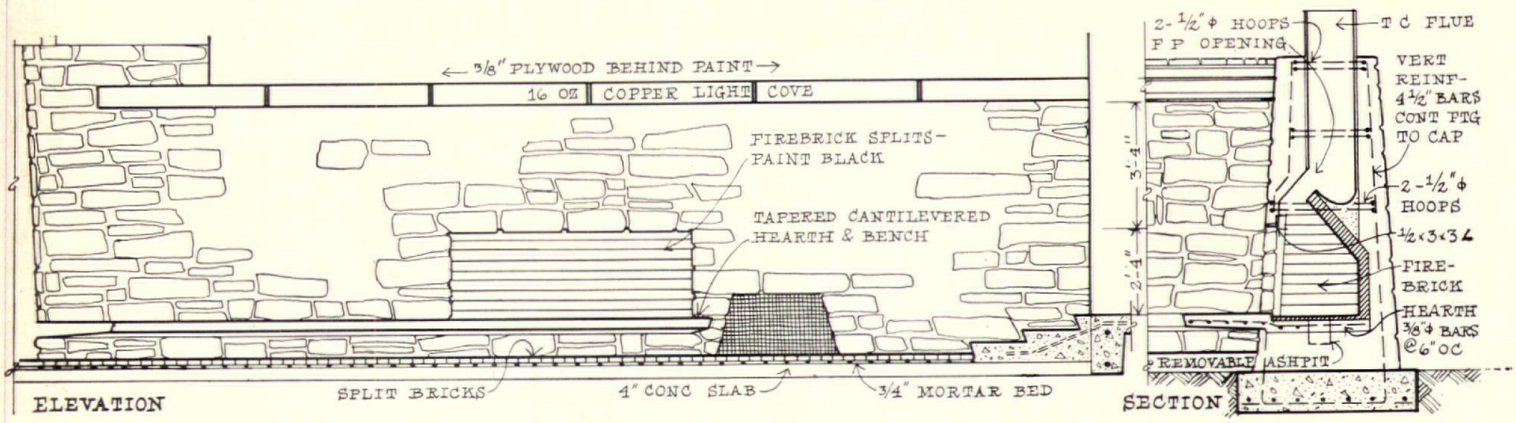
Morley Baer



A gazebo in modern dress

This pleasant garden retreat gets the advantage of both view and foliage by being perched on a wood deck on a wooded and rocky hillside. Gazebo walls are screens, shop-made as panels out of broad slats and 2" blocking–see drawing right. Fifth wall of the six-sided gazebo is left open to provide a doorway. Roof is simply a radial pattern of 2" thick framing tapered at the outer ends. Roof steeple is made of four shaped 2x12s bolted at the foot to roof members. Architect: Germano Milono. The house is in Santa Rosa, Calif.

continued

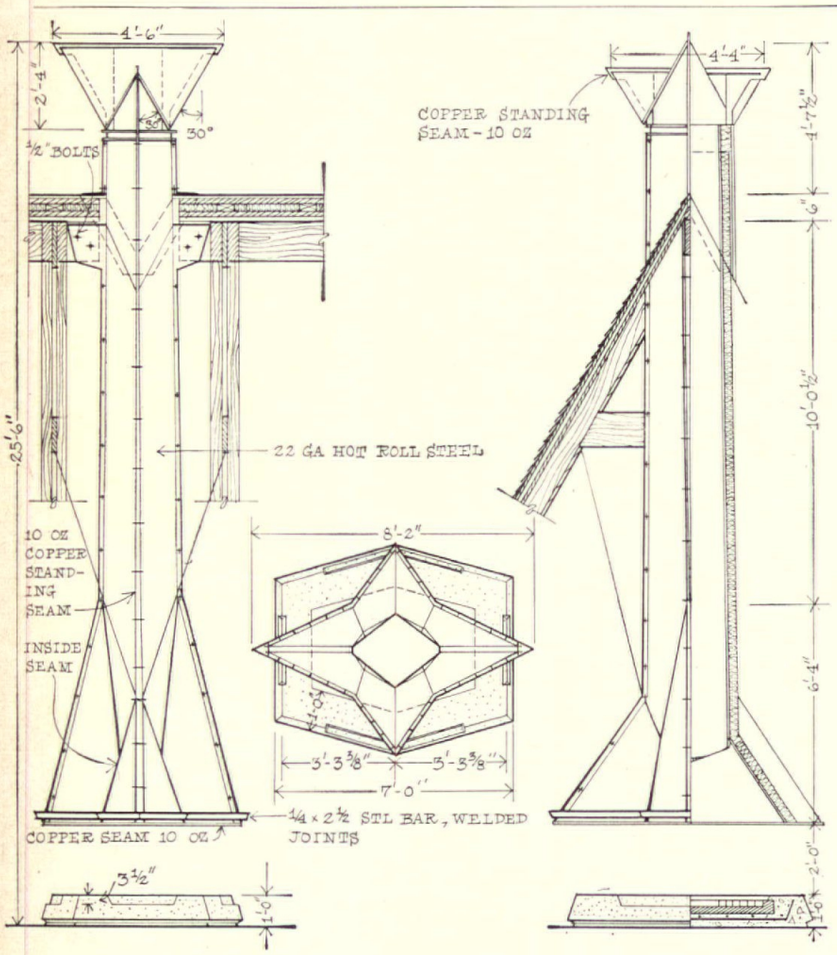


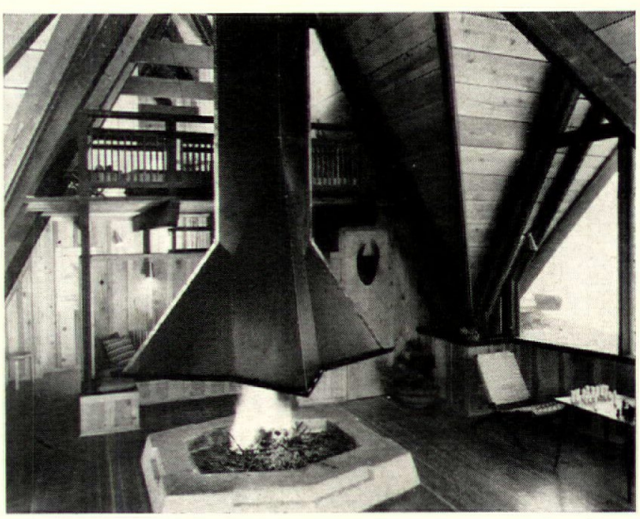
Julius Shulman



For a large, informal living room

This fireplace is set into a stone wall that carries across one end of the large living room in this California house. The dropped ceiling, finished with t&g 1x4s, hides a lighting trough that lights the face of the stone wall. Dropping the ceiling in front of the fireplace makes this part of the living room much more intimate. The hearth cantilevers out from the stone wall; of black concrete, it was cast in place. Architect: Henry Hester.





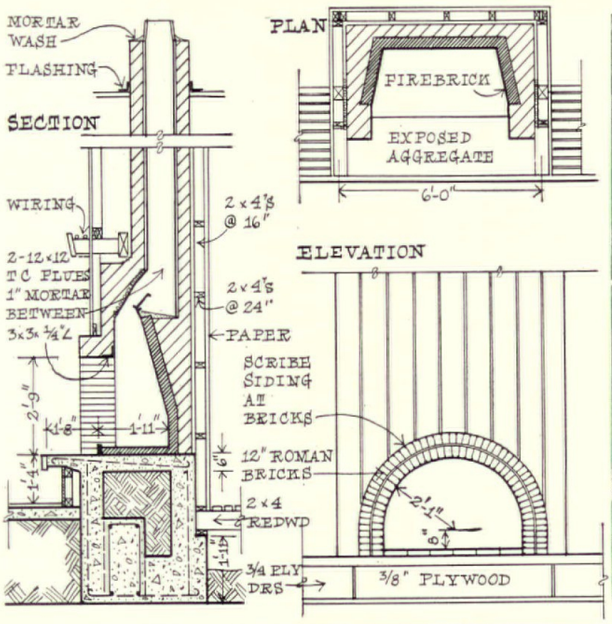
Ernest Braun

For a mountain cabin

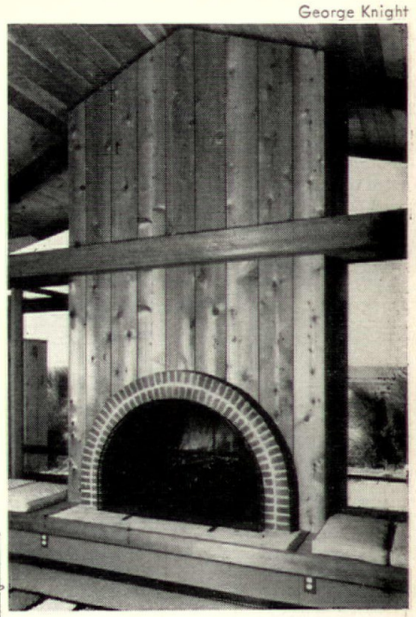
This freestanding fireplace is in the center of the living room of this Squaw Valley cabin. The star-shaped copper hood hangs 17' from the roof ridge of the two-story living room; the hood is braced by four wires. The base of the fireplace is a simple concrete bowl, lined with firebrick. Architects: Anshen & Allen. Builder: L. R. Van Wetter.

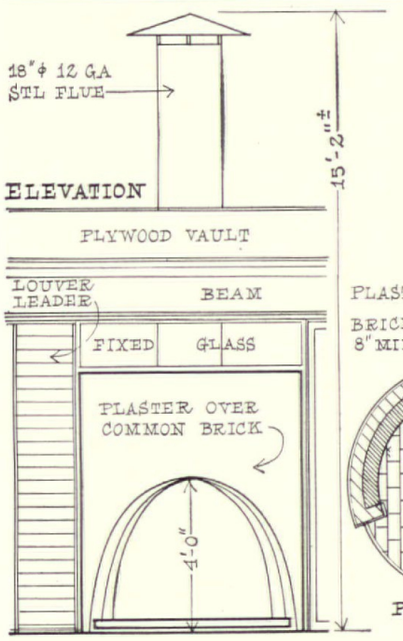
For a seashore house

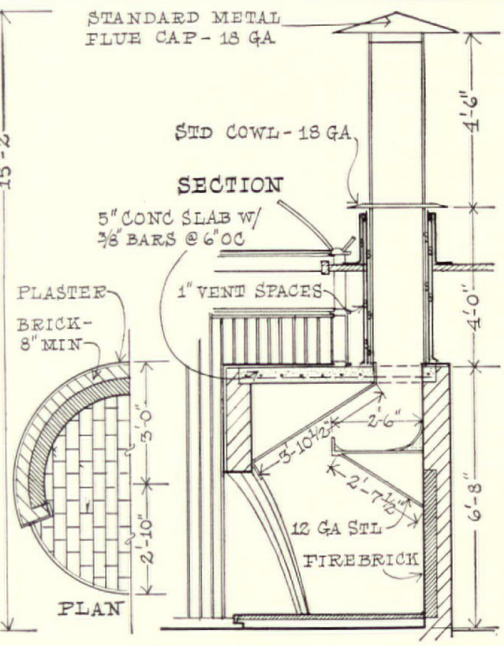
This wood-faced fireplace is set in the ocean-side wall of the house, so all views are in the same direction. The fireplace opening is in line with 12" Roman brick, laid in a rowlock pattern. Knotty cedar planks repeat the house's finish siding. The walls on either side of the fireplace are floor-to-ceiling glass. Architect: Sherwood Stockwell. Builders: Thomas Tawns. The house is at Stinson Beach, Calif.



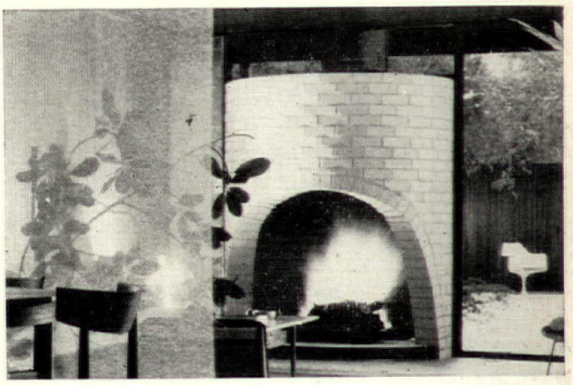
George Knight





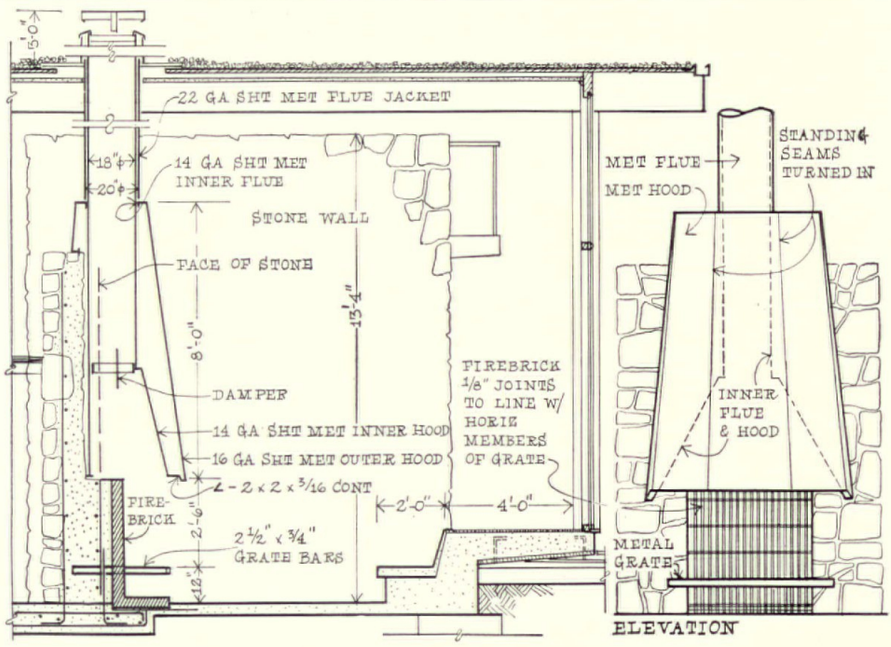


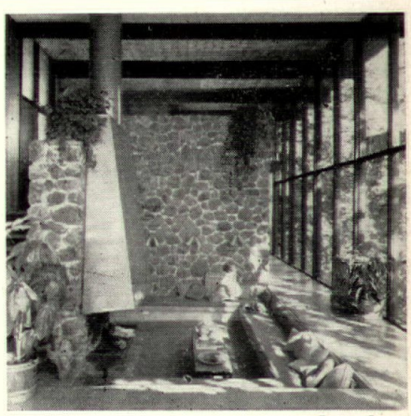
Julius Shulman



For an accent to all-glass walls

This fireplace is a brick cylinder, set in glass walls that enclose the living area of this California house. Arched opening repeats the circular shape. Architects: Buff, Straub & Hensman.



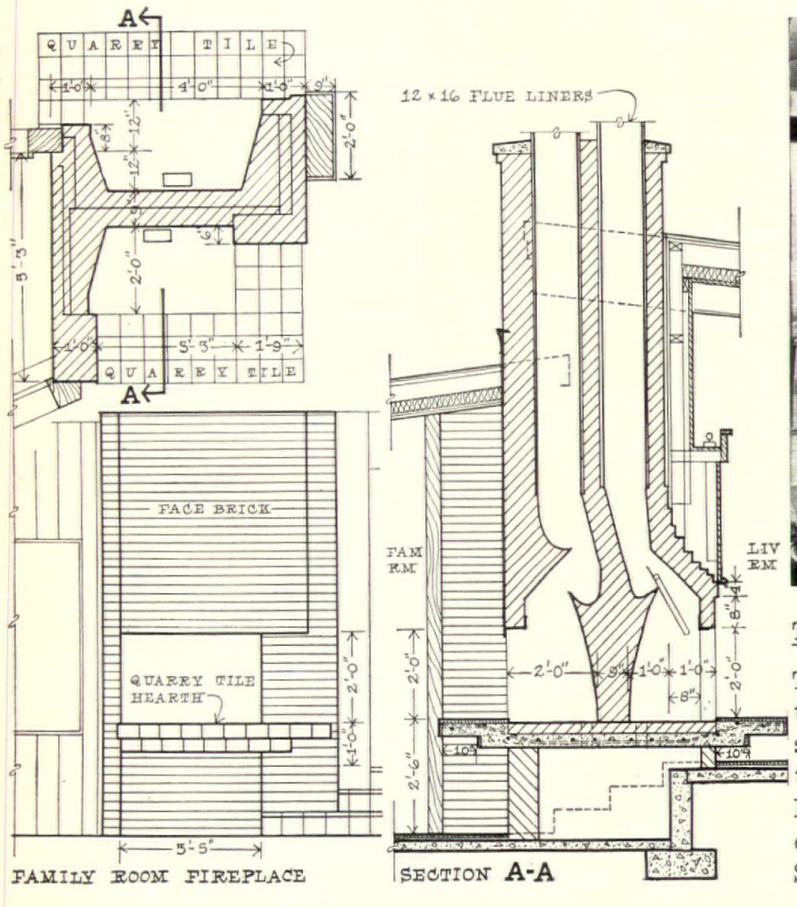


Ernest Braun

For a conversation center

This fireplace, with copper hood and surrounding stone wall, dominates the conversation pit of this California house. Architects: Lee Stuart Darrow.

continued



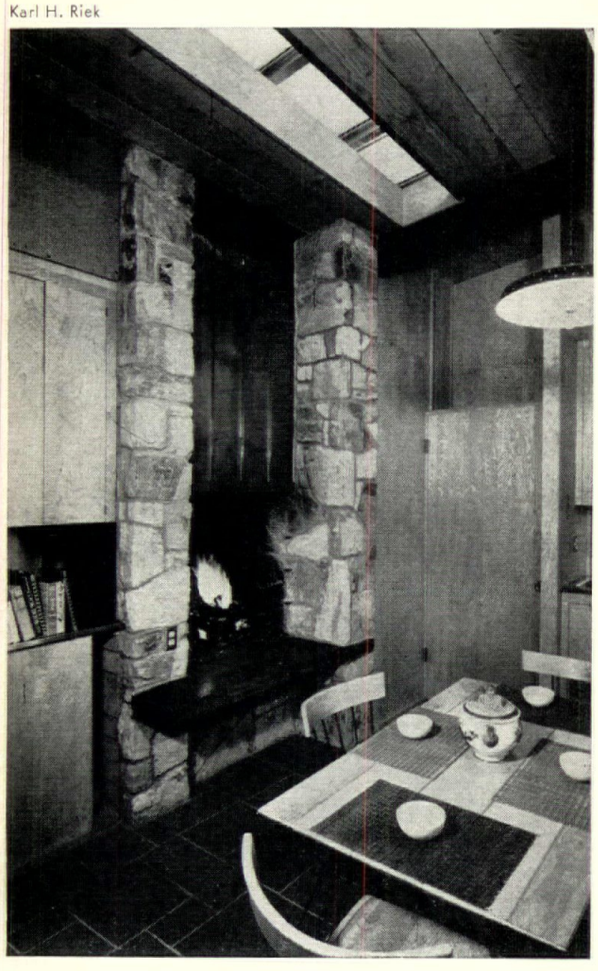


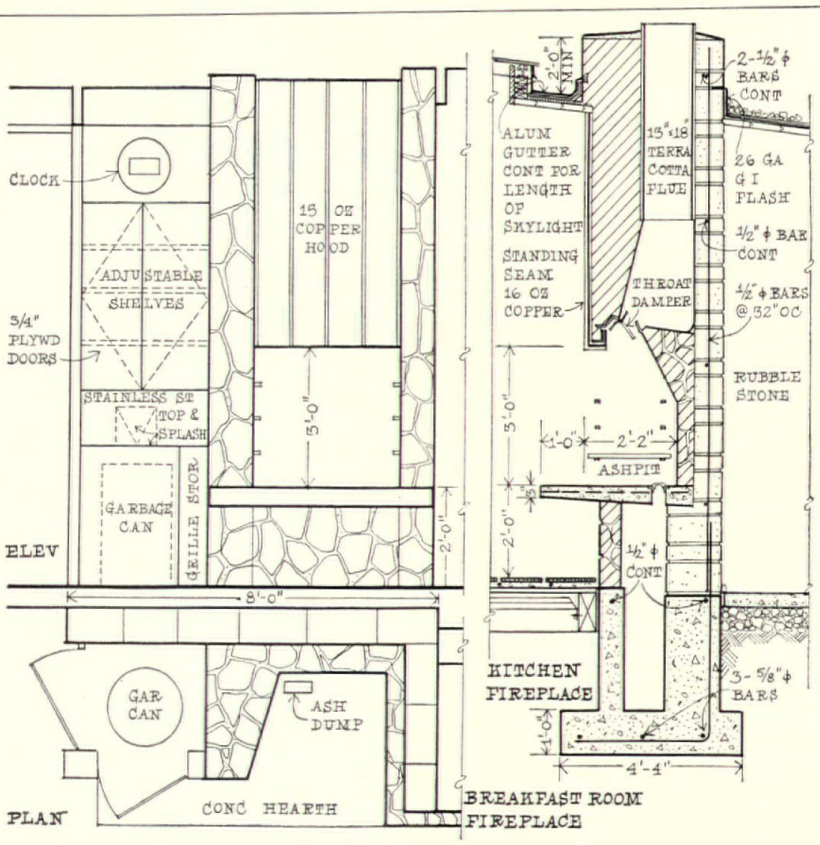
Tom Burns, Jr

Two fireplaces back-to-back

The dining-room fireplace (above) backs up to the living-room fireplace (section, left), so the masonry is concentrated in one mass, though each fireplace has its own flue. Both hearths are at the same level and were easily cast at one time. Architect: John Stafford. The house is in Eugene, Ore.

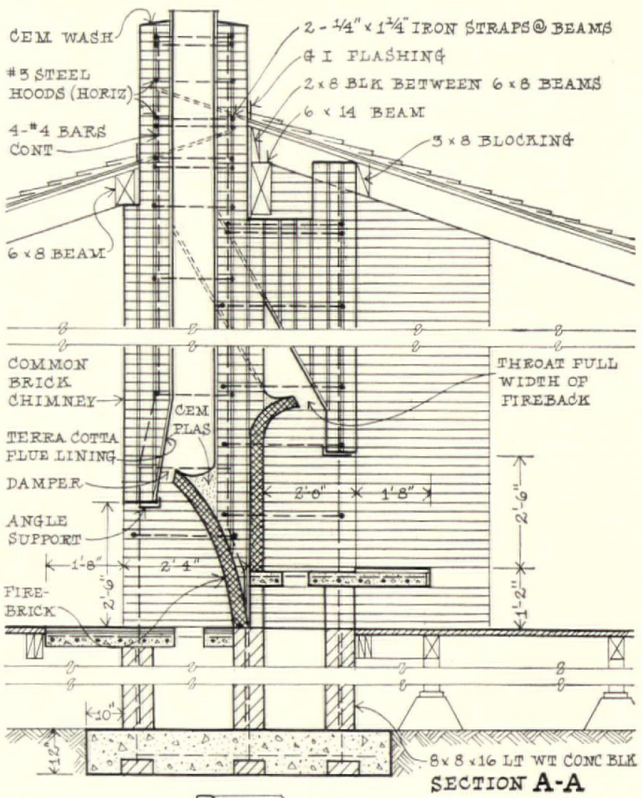
Karl H. Riek



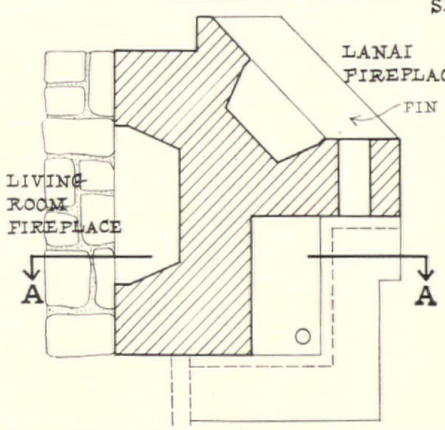


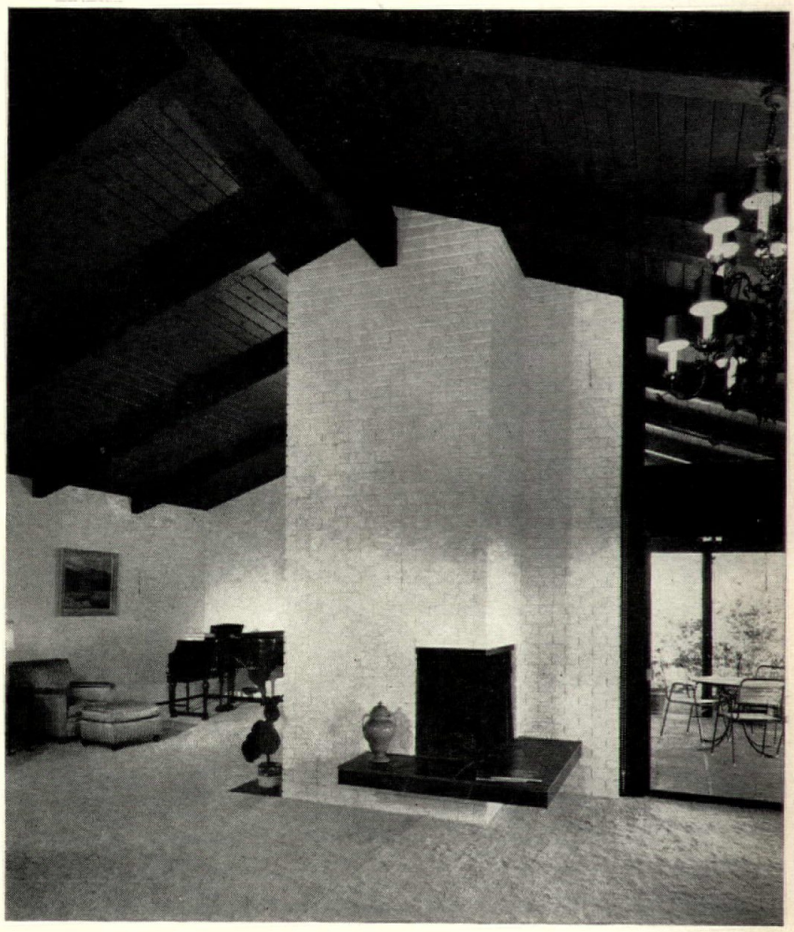
Raised fireplace in a breakfast room

Raised fireplaces make sense in dining and family rooms. With the fire close to table height, it can be much more easily enjoyed by everyone who is dining. Architect: John Hans Ostwald. The house is in Berkeley, Calif.



SECTION A-A

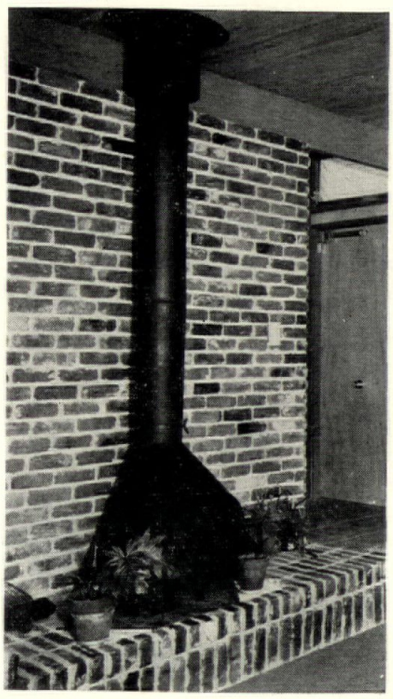




Three fireplaces back-to-back

The raised fireplace above backs up to a floor-level fireplace for the living room, left, and a table-high fireplace for the porch beyond. Concentrating the fireplaces gives some economy of construction (they share a chimney). Architect: Pierre Woodman. The house is in Cucamonga, Calif.

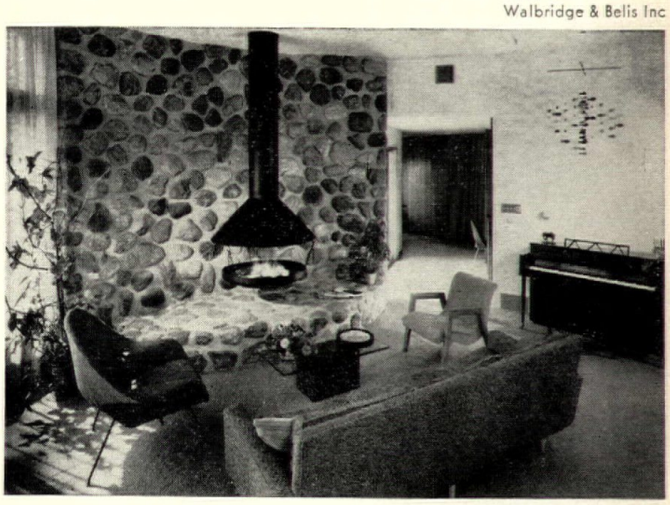
L'Avant Studios



Metal fireplace against brick

This prefab metal fireplace hood rests directly on the same kind of large brick hearth that goes with custom-built fireplace, Also because of brick's fire-resistance, the chimney can be set right against the brick wall behind it. Brick wall and hearth combined give the fireplace an important position in the room. Architect: Forrest R. Coxen. The house is in Tallahassee.

Walbridge & Belis Inc



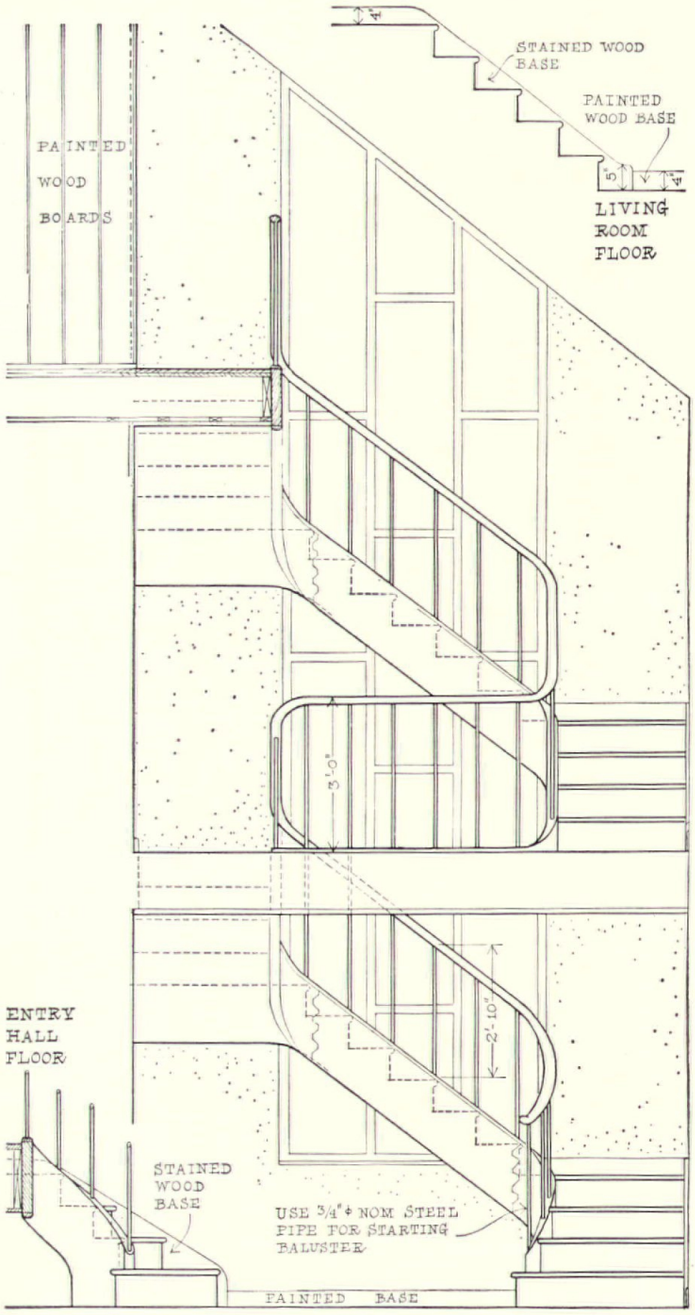
Metal fireplace against stone

Suspended metal fireplace is a dramatic part of formal living room because of large stone wall and curved stone hearth. Architect: Bellman, Gillett & Richards. House in Toledo.

continued

© Ezra Stoller

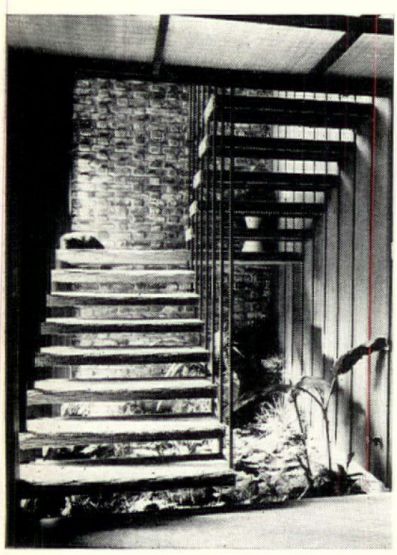




Classic three-story stair in modern form

This elegant stair rises for three stories in very traditional turns, but its form is simple, its finish is good, and its line is elegant—all in the best modern idiom. The stringer and the handrail are fitted together and rounded at the corners, so each appears to be one continuous piece of wood; the slim but strong baluster is actually painted steel pipe. Architect: George W. W. Brewster. The house is in Brookline, Mass.

G. Amiaga



Suspended open stair

This stair is hung from the ceiling above; steel rods carry one end of the treads and also work as hand supports. The tread's other end is set into the adjoining walls. The end wall is of used brick; the side wall at right is redwood boards. Architect: J. Wesley Leake. The house is in Baton Rouge.

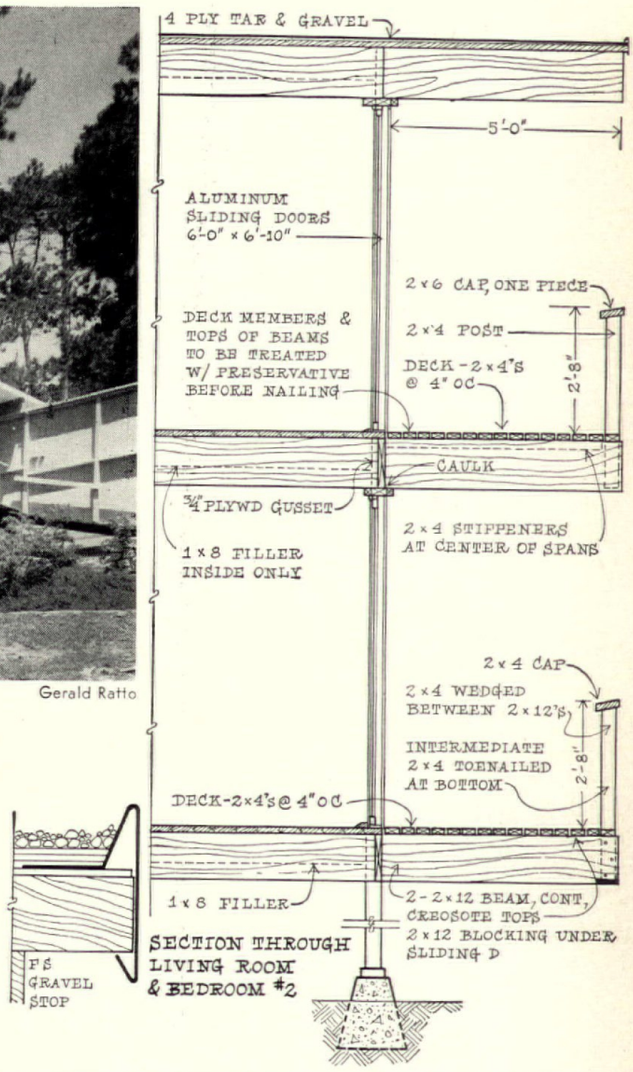
Supported open stair

This open stair, supported from below, is simple, economical, and easy to build; 2x10s are the only structural support. Treads are screwed to the notched 2x10s; the screws are then countersunk and the holes plugged with wood. Architect: Theodore Boutmy. The house is in Bronxville, N.Y.



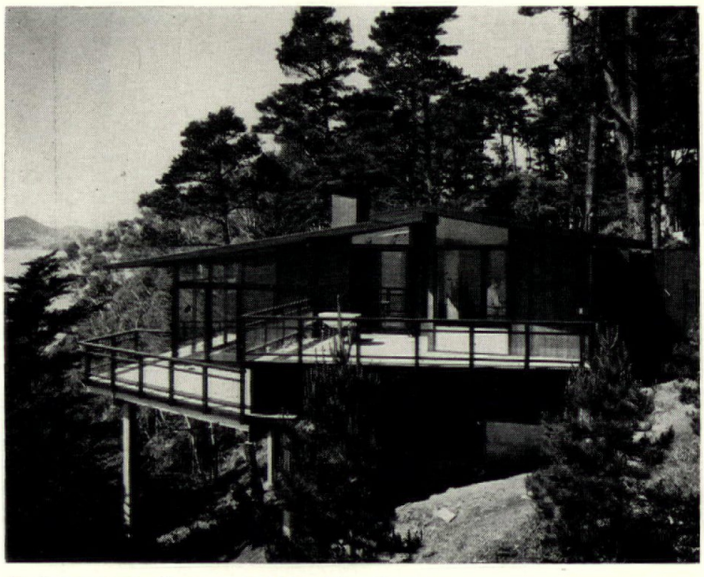


Gerald Ratto



Balconies for a two-story house

These balconies give outdoor living on both upper and lower levels of this two-story house. Because the house is on a sloping site, a balcony on the lower level is cheaper than grading up to the house to make a terrace, while a balcony on the upper level doubles as a sunshade for the lower-level floor-to-ceiling glass walls. Architect: Evelyn Kosmak. House is in Carmel, Calif.



Balconies for a hillside house

This house is on such a steeply sloping site that extensive balconies are the only way to provide plenty of outdoor living. Architect: Felix Warburg. The house is on Belvedere Island, Calif.



James T. Strong

Balcony for a split-level house

This upper-level balcony provides outdoor living for the master bedroom of this split-level house. Balconies like this, excellent for split-levels, could be used much more than they are. Builder: Scholz Homes. /END



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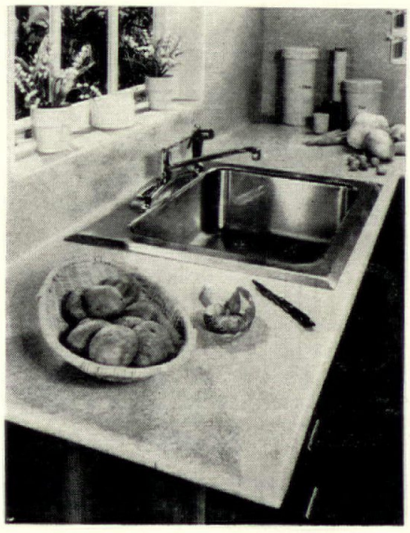
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New products





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Rolscreen Co, Pella, Iowa.

For details, check No. 1 on coupon, p 244

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Armstrong Cork, Lancaster, Pa.

For details, check No. 2 on coupon, p 244

And on the following pages

Technology

New pipe-casting machine . . . A-frame system brings shell cost under $5 a sq ft . . . Trailer suggests new idea in prefabrication . . . Behind-the-wall electric heaters.

see page 169

What the leaders are doing

More and more merchant builders are now building to order . . . Best-seller in Puerto Rico . . . How to beat a ban on billboards . . . Standardized plumbing core for a variety of plans.

see page 183

Publications

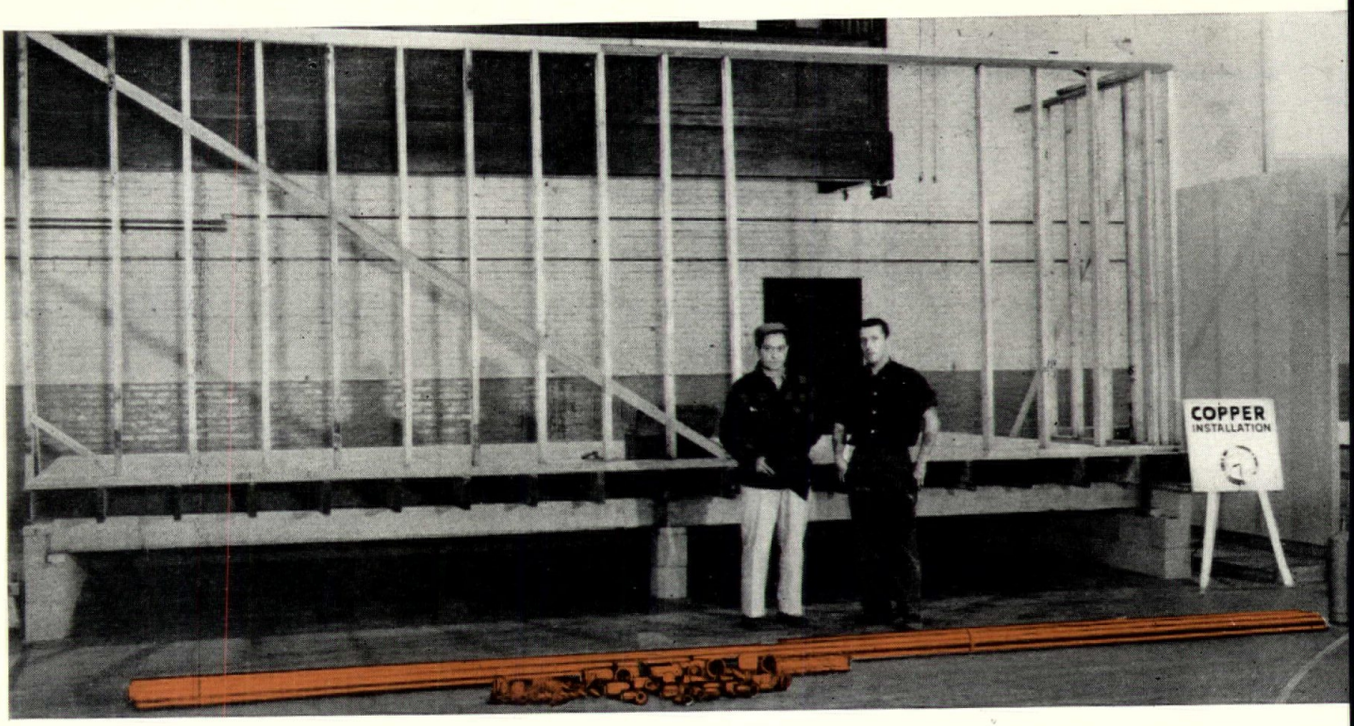
What you should know about bath fixtures . . . What you should know about resilient floors . . . What you should know about new uses for aluminum . . . New catalogs, new manuals.

see page 238

More **New Products**

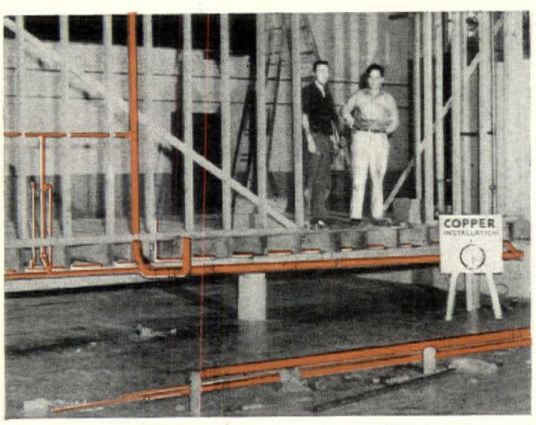
New nailer sheathes a roof in an hour . . . New clip systems hold drywall and ceiling tile . . . New lighting, appliances, wall coverings, bath fixtures, power tools, etc.

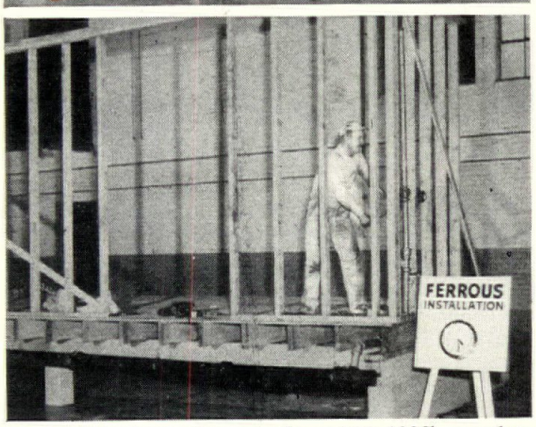
see page 191



You've heard the claim...now see stop-watch proof

COPPER TUBE PLUMBING





END OF A DAY'S WORK—Copper tube system 100% complete and tested in 7½ hours...less time than installation of only the ferrous drainage, waste and vent lines.





WORKERS BENEFIT, TOO—See how much fresher the copper "team" is... dramatic proof that copper tube plumbing is easier to work with, easier on workers.

Chase

BRASS & COPPER CO. WATERBURY 20, CONN.
Subsidiary of ***Kennecott Copper Corporation***

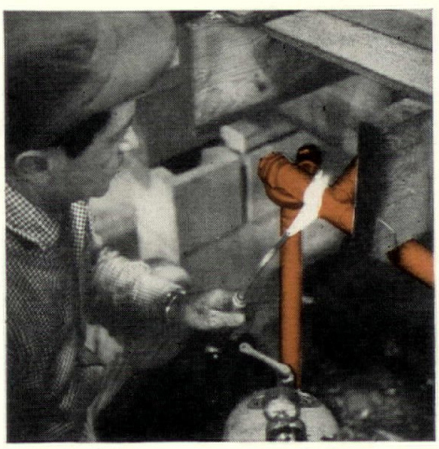


READY TO GO—Teams of plumber and helper, all necessary tools and system components assembled just before start of side-by-side test installations made against stop watch.

SAVES YOU TIME AND MONEY!

Here's proof by the clock that copper tube plumbing goes in faster and easier than so-called less expensive metals. And you know what that can mean! In the two side-by-side installations, copper cut time by 26% —cut costs 10.6%. Tests were made by installing identical rough plumbing systems while timed by impartial judges; system used was typical of a low-cost home, including a full bath and complete kitchen with provision for a dishwasher or washing machine.

Look at these pictures taken during the actual test, which was witnessed by leading authorities in the plumbing and building fields. Then ask for the full story from your Chase Plumbing Contractor or mail coupon below.



COPPER SAVES time and money because it can be installed with simple, quick-to-make and absolutely leak-proof solder joints. It's much lighter and far easier to handle on the job.

MAIL IT TODAY

MADE IN U.S.A. TO THE STANDARDS OF AMERICAN INDUSTRY
BRASS & COPPER

CHASE BRASS & COPPER CO.
DEPT. HH-9, WATERBURY 20, CONN.

Please send me the following booklets:

☐ Copper Tube Plumbing Catalog ☐ Fittings Book
☐ DWV Catalog ☐ More information on cost savings

NAME_____

FIRM_____

STREET ADDRESS_____

CITY_____ ZONE____ STATE_____

THE NATION'S HEADQUARTERS FOR
ALUMINUM • BRASS • BRONZE • COPPER • STAINLESS STEEL AND FORGINGS
Atlanta Baltimore Boston Charlotte Chicago Cincinnati Cleveland Dallas Denver Detroit Grand Rapids Houston Indianapolis Kansas City, Mo. Los Angeles Milwaukee Minneapolis New Orleans New York-Newark Philadelphia Pittsburgh Providence Rochester St. Louis San Francisco Seattle Waterbury

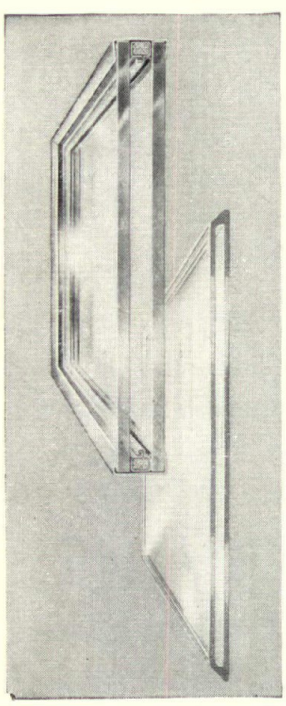
"TWINDOW® insulating glass in our homes makes We know it helps close many a sale,"

says Walter C. Justus



Walter C. Justus,
Justus Contracting Company, Inc.,
Indianapolis, Indiana

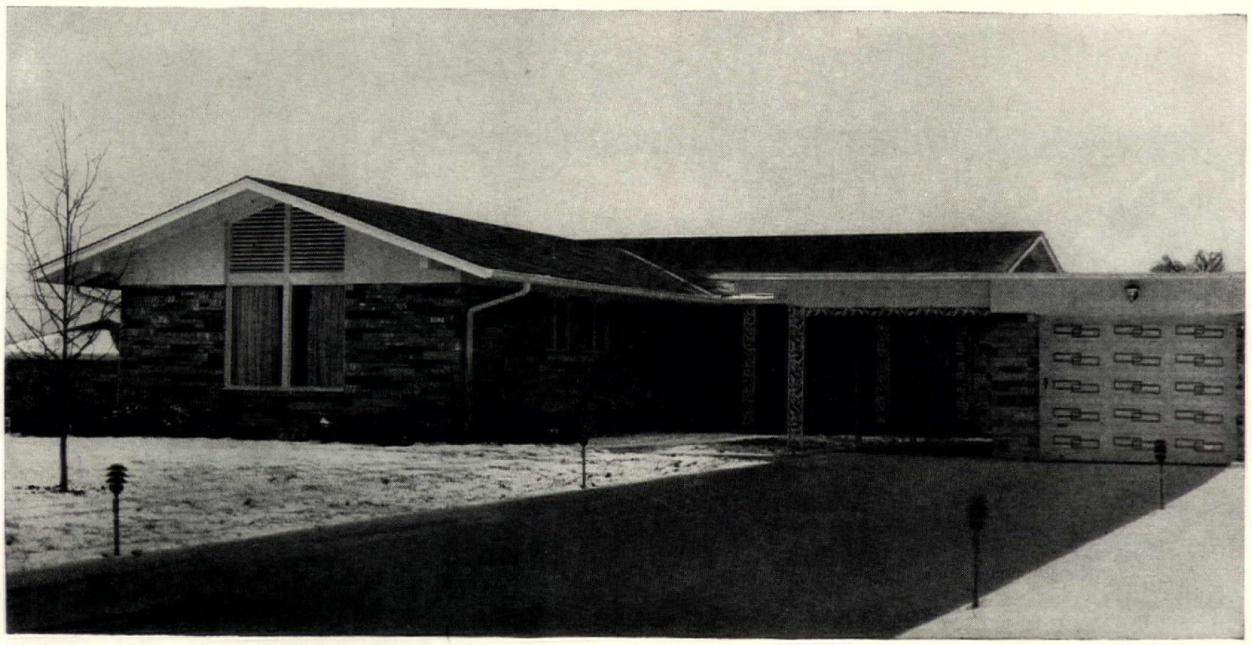
Walter Justus heads up one of the biggest building firms in Indianapolis—Justus Contracting Company, Inc. He's been putting TWINDOW insulating glass in his homes for 12 years. His reasons: TWINDOW saves on heating and cooling bills. It reduces those cold downdrafts you get with single pane windows. There's almost no sweating or frosting. And your buyers can forget about storm windows—putting them up, taking them down, stowing them away. Tell a customer he can have all this comfort and convenience for not much more than he'd pay for single glazed windows with storm sash, and he's sold on TWINDOW. It helps close many a sale.



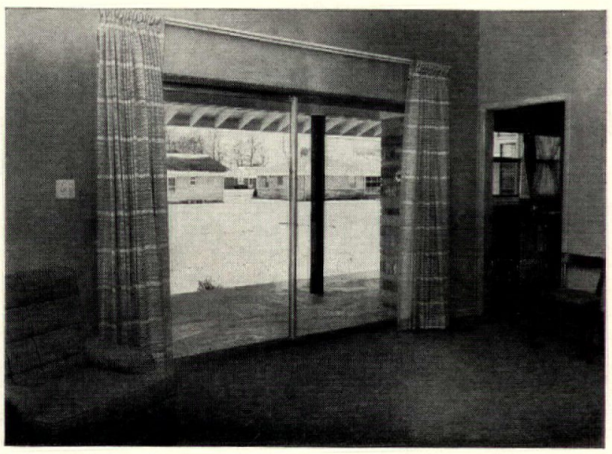
You can get TWINDOW Glass-Edge and TWINDOW Metal-Edge in all popular sizes for a wide variety of window styles. Our free TWINDOW booklet gives you the complete story. Write to: Pittsburgh Plate Glass Company, Room 0190, 632 Fort Duquesne Blvd., Pittsburgh 22, Pennsylvania.

...the windowpane with insulation built in

a big impression on buyers.







TWINDOW®

Pittsburgh Plate Glass Company

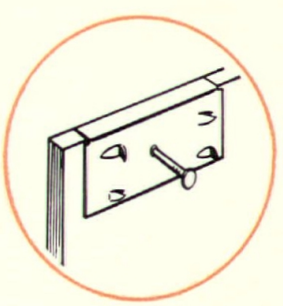
Paints • Glass • Chemicals • Fiber Glass In Canada: Canadian Pittsburgh Industries Limited

REPORT ON ASTM ACCELERATED AGING TEST #D-1037-56T:

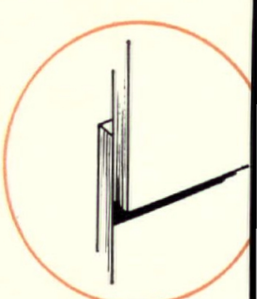
NO CRACKING • SPLITTING •



Aluminum fastener eliminates face nailing!



NOW YOU SEE IT!
Hidden fastener in place before overlapping panel is applied.



NOW YOU DON'T!
Fastener cannot be seen after overlapping panel is applied.

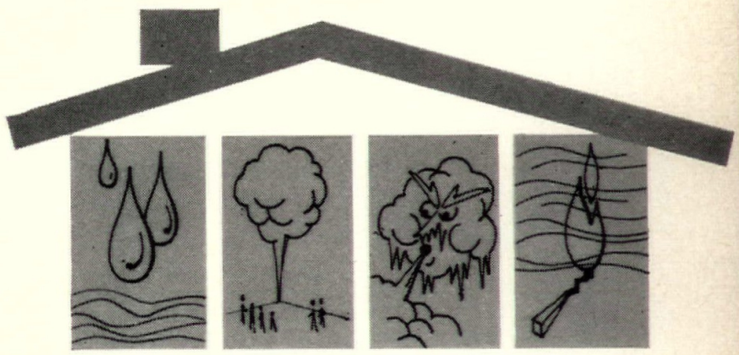
CHECKING OR SPLINTERING

of Upson Primed Siding in a LIFETIME* of outdoor exposure!

Here's the most durable, neatest looking and completely practical lap siding! And you can't buy a more economical siding, either. Upson Primed Siding is cut to uniform size—12″ wide by 12′ long. These precision dimensions permit exact layout. Edges are uniformly true and straight, too. Surface guaranteed knot free. No grain to raise or hide. Both surfaces and edges are primed for longer life. One side gray, one white . . . and this paint will positively not peel! Upson Primed Siding is waterproofed throughout. And the hidden aluminum fasteners (see illustration, left) not only eliminate face nailing and improve appearance, but provide automatic venting that prevents moisture build-up in the wall.

Our technical staff will gladly consult with you on your requirements. Phone, wire or write. The Upson Company, Upson Point, Lockport, New York.

***Here's proof!** Read what brutal punishment Upson Primed Siding withstood during the ASTM accelerated aging tests estimated to be equivalent to 30 to 50 years of natural weathering. (The following six torturous steps were repeated six times.)



Soaked in water

1. One hour at 120°F.

Sprayed with steam

2. Three hours at 200°F.
5. (Repeat of No. 2 above.)

Freezing storage

3. Twenty hours at 10°F.

Heated in dry air

4. Three hours at 210°F.
6. Eighteen hours at 210°F.

UPSON

*50th YEAR

FREE

Please send me the FREE illustrated brochure about durable, strong and money-saving Upson PRIME SIDING and related Upson products.

THE UPSON COMPANY
190 UPSON POINT • LOCKPORT, N.Y.

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COMPANY:

ADDRESS:

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THE UPSON COMPANY • UPSON POINT • LOCKPORT, NEW YORK

PRIMED SIDING • DUBL-BILT • TRIM-BILT • SOFFITS • ALL WEATHER • STRONG-BILT

When building homes, the things they can't see are important, too





Thomas F. Wolfe, (left), Managing Director of the Cast Iron Pipe Research Association, presenting a certificate of quality to Joseph Merrion, president, J. E. Merrion & Company.

Quality starts below the ground.

The way to start with quality, the moment you break ground, is by installing cast iron pipe for your water supply system.

A dependable water supply system eases your selling job.

And now, a new promotional kit from the Cast Iron Pipe Research Association makes it easier than ever for cast iron pipe users to sell homes.

Included in the kit is a Certificate of Quality, which tells prospective buyers that you are a recognized builder of prestige homes; quality developments.

Another handy aid: a handout booklet "Quality Starts Below the Ground," tells potential customers how and why cast iron pipe assures them of the best water supply system your project can have.

And finally, a strong program of publicity releases for use in your local newspapers, helps back up the "quality" story for your development.

Joseph E. Merrion, Chicago builder, was a recent winner of the Certificate of Quality.

His reasons for using cast iron pipe: assures long, dependable service; gives practically maintenance-free performance; always delivers a full, steady flow of water.

Merrion knows his customers are ever searching for quality; the Certificate of Quality helps back him up.

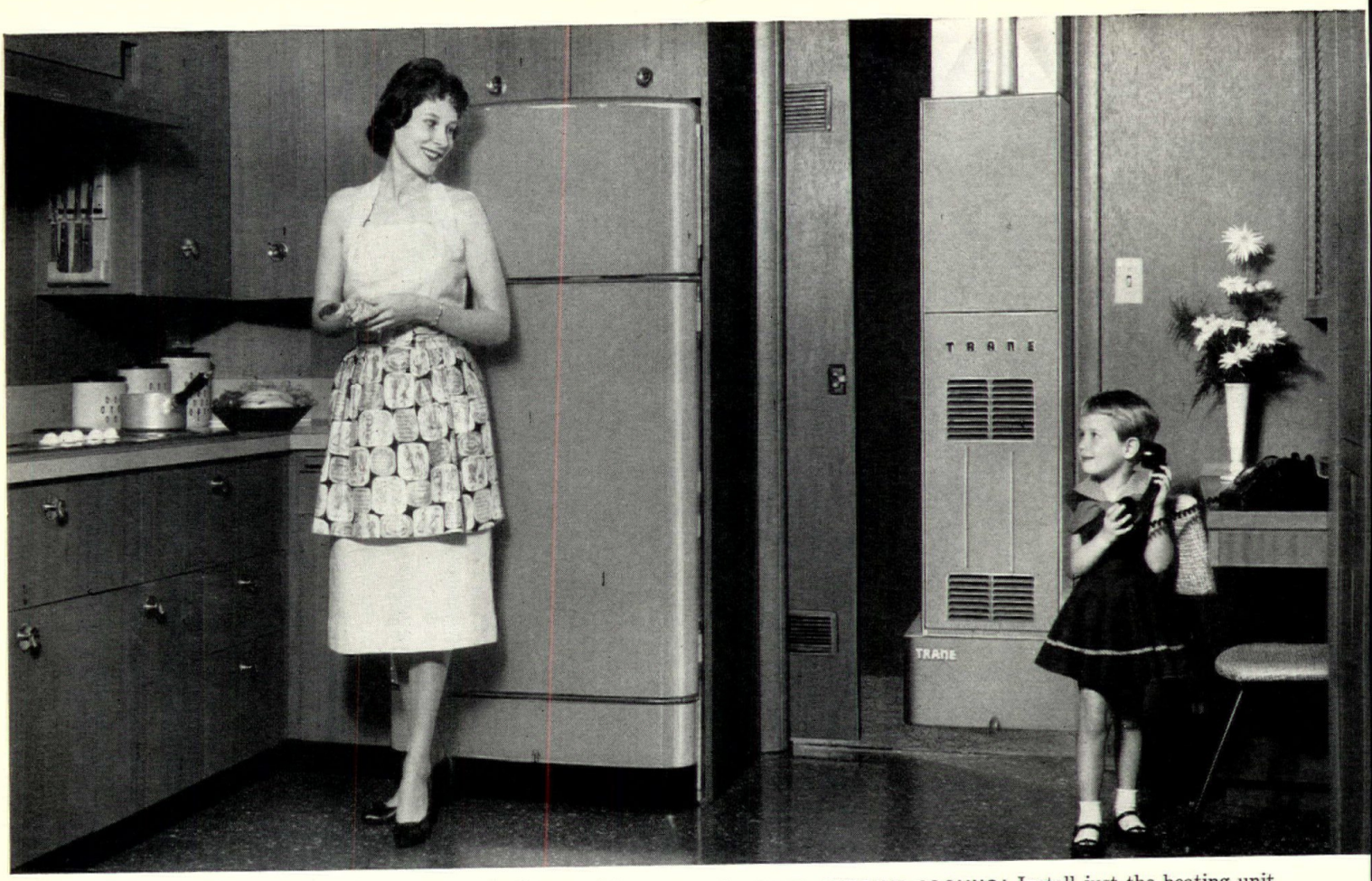
Wouldn't that certificate look good hanging in one of *your* model homes?

CAST IRON PIPE RESEARCH ASSOCIATION
Thos. F. Wolfe, Managing Director,
3440 Prudential Plaza, Chicago 1, Illinois

CAST IRON PIPE

THE MARK OF THE 100-YEAR PIPE

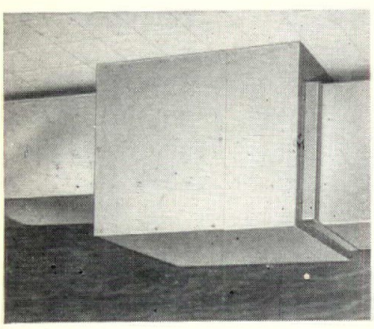




1—HEAT AND COOL any home with this TRANE Climate Changer! (Downflow unit for basementless homes shown.) Oil or gas-fired heating units in sizes and types for any home, in any climate. Matched compressor unit located outside.

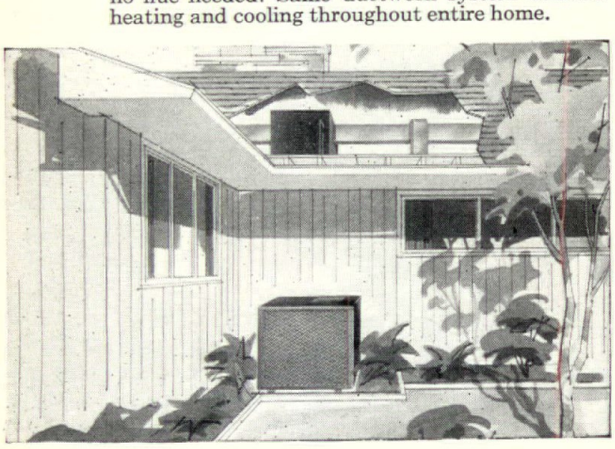
2—OFFER OPTIONAL COOLING! Install just the heating unit now—point out to your customer he may easily add the cooling (lower section) later. Uses same ductwork; and units are *matched* for easy installation, peak performance.

Trane gives you 4 ways to heat, cool–or both–while holding building costs down!



3—SEPARATE COOLING SYSTEM—not connected with heating system. Fan-coil unit is ideal for use with TRANE Baseboard heating or other types of wet heat, or with electric resistance heating. Tucks away in attic, crawl space, basement, utility room.

4—NEW HEAT PUMP HEATS, COOLS! Air-to-air type heat pump uses no water; heats and cools entire home. Operates on *electricity;* no chimney, no flue needed! Same ductwork system delivers heating and cooling throughout entire home.



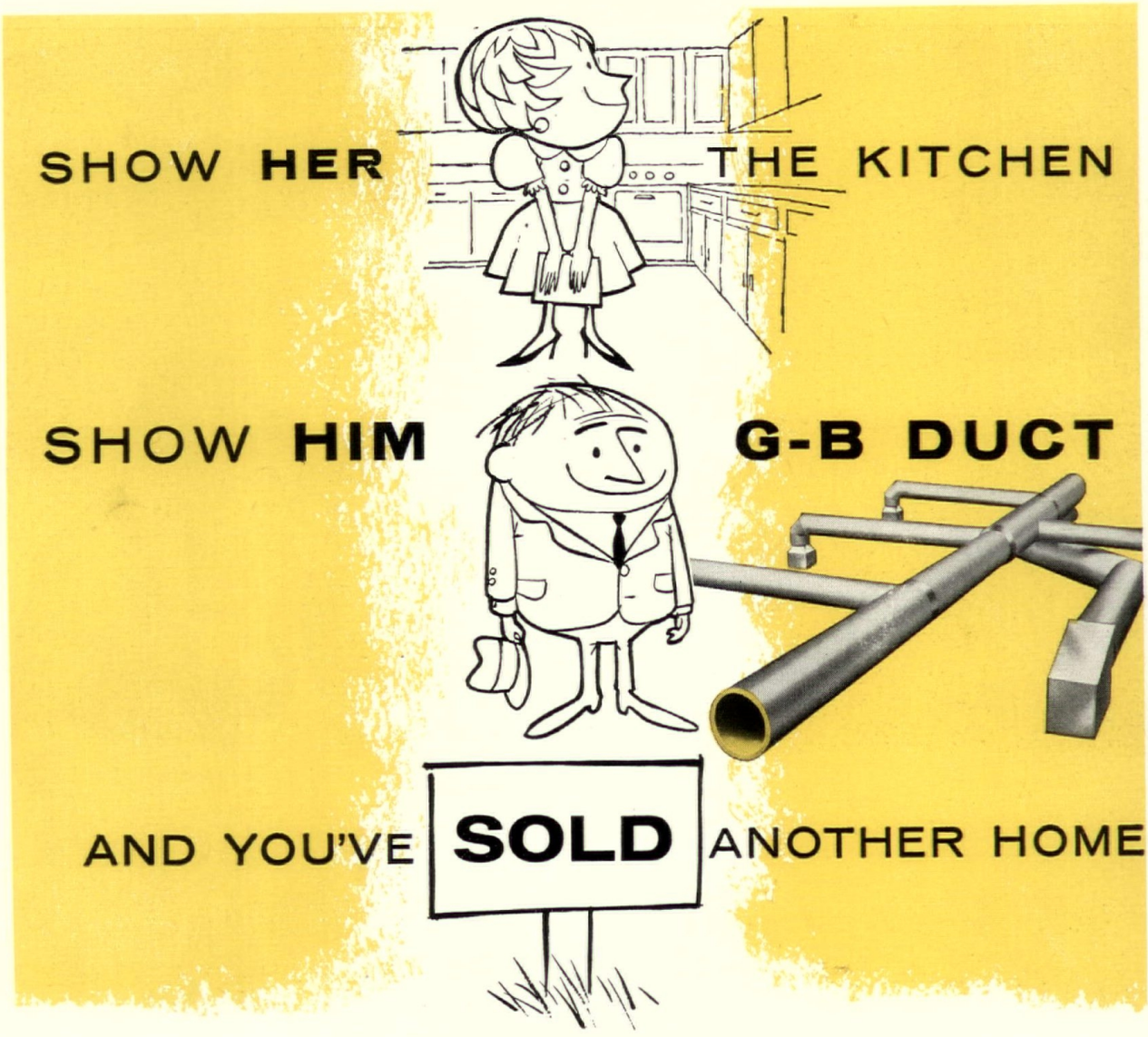
THESE new TRANE Climate Changer units give you a wide choice of systems for heating, cooling—or both. And it's *quality* air conditioning, from TRANE, leaders in big building systems. It's *matched* equipment, built together to work together. Remember: the name TRANE on your heating-cooling system helps mark yours as a quality home because TRANE is nationally advertised, nationally recognized for its quality air conditioning equipment. And every TRANE system is carefully installed by a selected air conditioning contractor. For complete facts, just call your nearby TRANE Sales Office, listed in the Yellow Pages under "Air Conditioning." Or write TRANE, La Crosse, Wisconsin.

For any air condition, turn to

TRANE

MANUFACTURING ENGINEERS OF AIR CONDITIONING, HEATING, VENTILATING AND HEAT TRANSFER EQUIPMENT.

THE TRANE COMPANY, LA CROSSE, WIS. • SCRANTON MFG. DIV., SCRANTON, PA. • CLARKSVILLE MFG. DIV., CLARKSVILLE, TENN. • TRANE COMPANY OF CANADA, LIMITED, TORONTO • 100 U. S. AND 19 CANADIAN OFFICES



So say builders who capitalize on the powerful sales appeal of new "prefab" glass fiber duct

YOU CAN TELL YOUR PROSPECTIVE BUYERS:

- "G-B Duct cuts fuel bills because it's made entirely of insulation."
- "Every foot of G-B Duct contains millions of sound absorbing cells. This means there's no 'whooshing' noise in your air conditioning system—and no furnace noises, either!"
- "Because G-B Duct carries hot and cold air equally well, you can add air conditioning later without additional ductwork."
- "G-B Duct is encased in a vapor barrier sleeve that positively prevents moisture condensation. There's no maintenance or repair because G-B Duct will not deteriorate . . . ever!"

YOUR SUBCONTRACTOR WILL TELL YOU:

- "We can install G-B Duct in half the time—often at less cost than insulated metal duct."
- "So simple to install there's no margin for error—and for all practical purposes, homeowner complaints and callbacks are eliminated."
- "Permanent in every way—will last as long as the house itself."

SEND FOR SAMPLE MERCHANDISING KIT

For complete product information, plus a sample G-B Duct merchandising kit, which includes a two-color display sign and customer folder, write today.

GUSTIN-BACON *Manufacturing Company*

GUSTIN gb BACON

258 W. 10TH STREET, KANSAS CITY, MO.

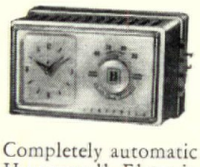
Watch house hunters



YOU HAVE YOUR CHOICE OF THESE NEW HONEYWELL INDOOR THERMOSTATS



Diamond Jubilee Model of the famous Honeywell Round.



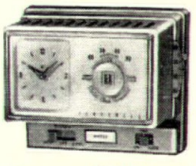
Completely automatic Honeywell Electric Clock Thermostat.



Honeywell Day-Nite Round with automatic temperature pickup.



Honeywell Year-Round for both heating and cooling applications.



Honeywell Electric Clock Thermostat for heating and cooling.



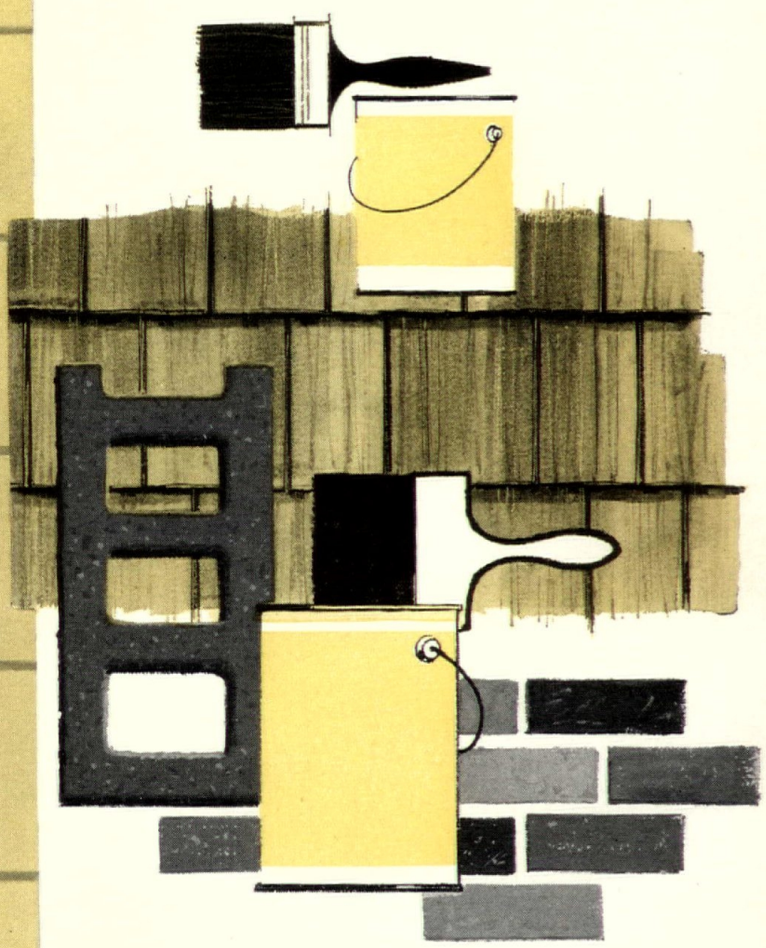
Deluxe thermostat for single and two-stage heating and cooling.

go

W RIOR LATEX PAINTS

ctically cut painting time in half.
w smoothly—go on quickly
ly. Use them on previously painted
or imed wood, on masonry and
mos her surfaces. Moisture resistant
in mi tes, they're completely dry within
the hour, with a tough waterproof film
that resists sunlight, dust, fog, mildew, salt
air, wash-offs or streaks. Clean-up is with
soap and water. Their durability in all
climatic areas measures up to other types
of exterior paint.

Exterior Latex Paints are available in
a wide selection of lasting colors from
leading paint manufacturers. The broad
range of colors once restricted to interior
use is now practical with Exterior Latex Paint.
They are formulated with latex supplied
by Monsanto after many years of testing
in collaboration with major paint
manufacturers. For further information
and a list of brand names of exterior
latex paints, use coupon below. Monsanto
you emical Company, Plastics Division,
And ge field 2, Mass.
office to
tion, ca
HH-9-9



Monsanto

MONSANTO ACTIVATOR IN **PLASTICS**

MONSANTO CHEMICAL COMPANY
Plastics Division, Room 762, Springfield 2, Mass.

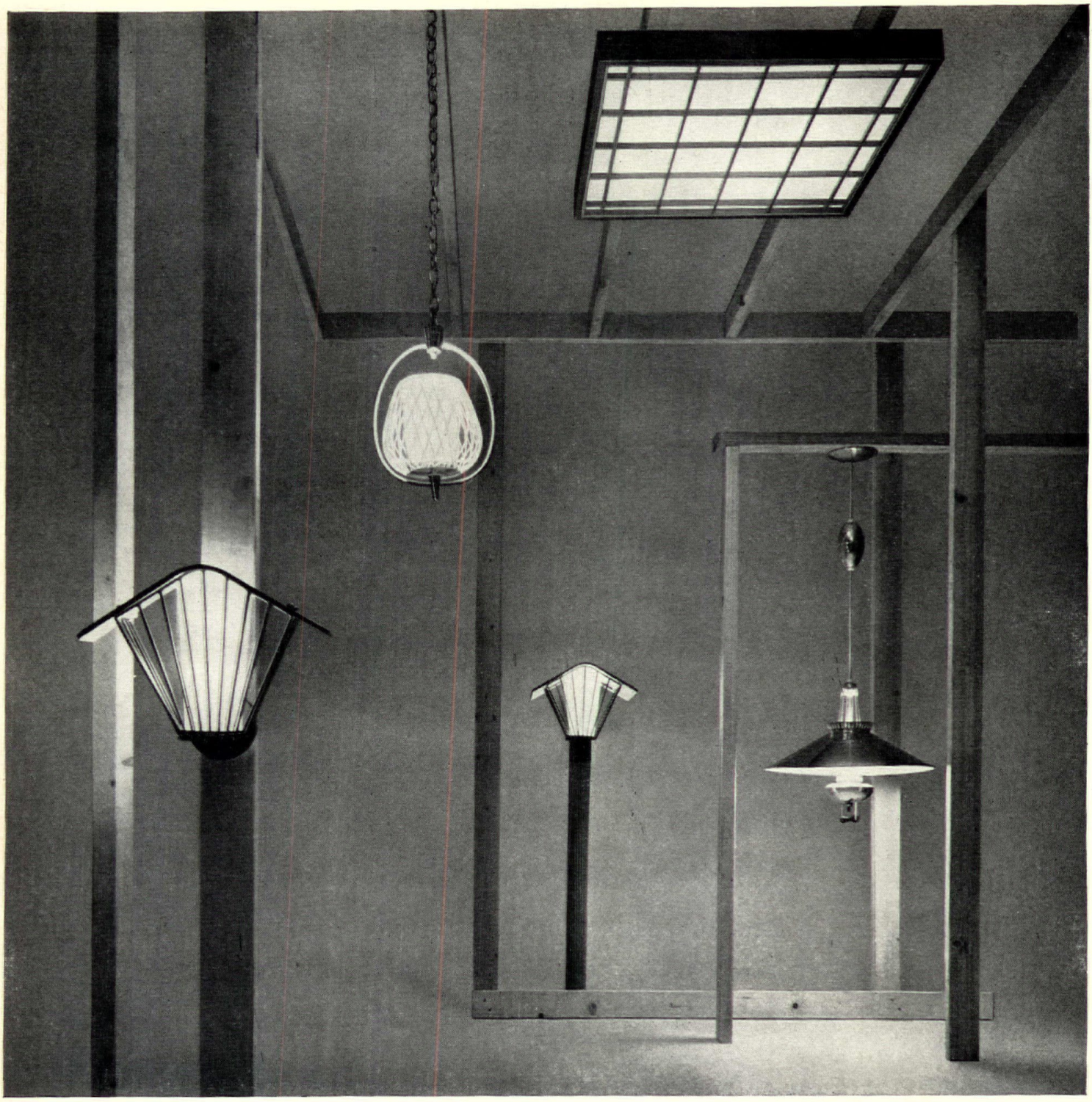
Please send me information and sources of supply
on EXTERIOR LATEX PAINTS

Name_____

Company_____

Address_____

City_____ State_____



how visual impact merchandise *helps you sell*

The famous name...the good design...the acknowledged quality: all these are positive aids to selling, and all these are yours with Lightolier! For example, consider the decorative fluorescent above and its effect on the home shopper. It bears the Lightolier name, best known in all the world of lighting. It combines abundant, glare-free light with the lavish beauty of fine wood. Its fine cabinetry breathes quality. Each of the other decorative/functional styles shown here, are equally well constructed, with a careful eye to good lighting as well as good design. You get so much more...for so little more...when you specify Lightolier. To learn more about Lightoliers and what they can do to help you sell, fill in this coupon now.

LIGHTOLIER, *Dept. HH-90, Jersey City 5, N. J.*

Please send me your free new catalog of lighting especially for builders, the name of my Lightolier distributor, details of your builder merchandising plan.

NAME_____

TITLE_____

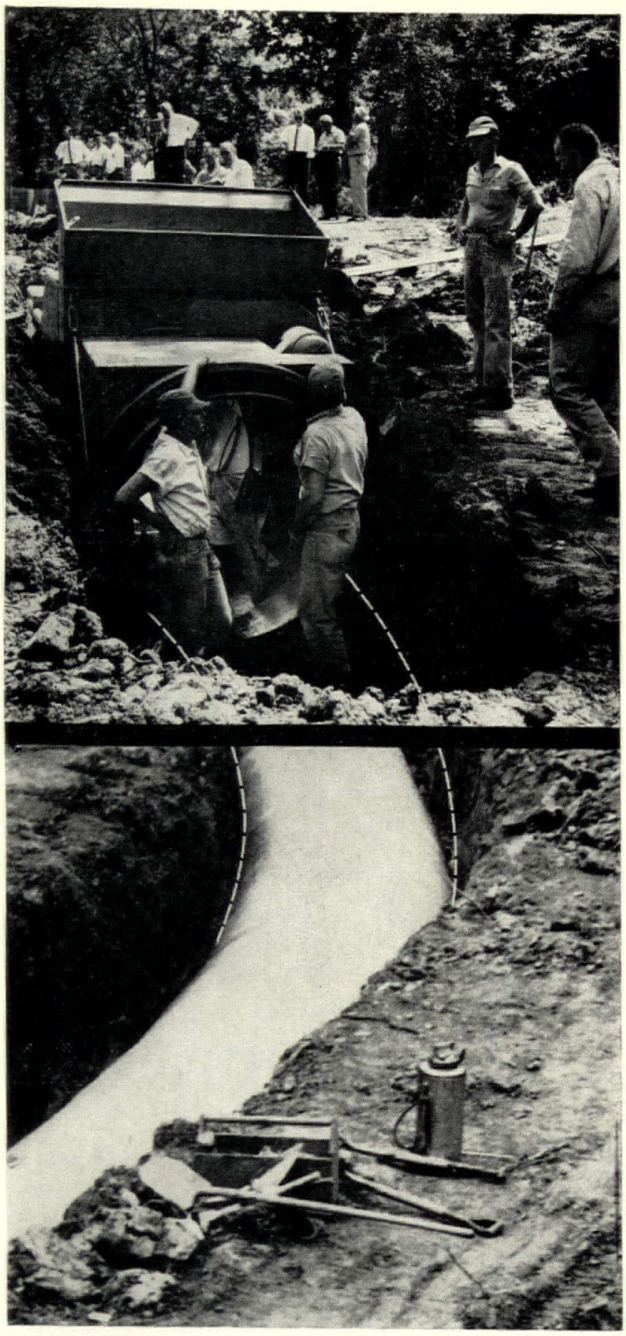
FIRM NAME_____

ADDRESS_____

CITY_____ STATE_____

LIGHTOLIER®

Showrooms: New York: 11 E. 36th St. / Chicago: 1267 Merchandise Mart / Dallas: 1718 Hi Line Drive / Los Angeles: 2515 So. Broadway



FORMING END of pipe laying machine (at top) has curved surfaces that form inside of pipe. At bottom, section of finished pipe.

New pipe machine casts 55′ of sewer per hour, can cut costs 30%

"It is going to revolutionize sewer work," says St Louis Builder David Hess, first developer to use the new system (in his 350-house Grant Haven subdivision). "We actually saved 30% using this machine to cast 1,000 ft of 54″ storm sewer."

The big economy comes in reduced labor: since the machine casts the pipe continuously and in place, there are no joints to seal and no manhandling is involved. Crew size: just five men.

Here's how the system works (photos below): The 4′ wide machine is lowered by crane into a shaped (round-bottom) and graded trench. The machine is attached by cable to an anchor far down the trench. An engine-driven winch inside the machine slowly pulls the entire assembly along the trench.

The pipe, which is "extruded" out the back of the machine as it moves along, is formed in this way: The bottom half of the pipe is formed between the bottom of the shaped trench and a curved form (corresponding to the inside diameter of the pipe) built into the machine. The top half of the pipe is formed between a curved topping surface built into the machine and semi-circular aluminum forms which are inserted at the machine's center section and hooked together, and which remain inside the pipe as the machine moves along. These sheets are oiled to prevent the concrete from sticking, and are supported by inside-the-pipe braces.

Concrete is fed between these forming surfaces from a hopper on the top of the machine.

The semi-circular forms which support the top of the pipe while the concrete sets can be inverted and pulled out of the pipe about three hours after the concrete is placed. Backfilling may be done after 24 hours. With a 2½′ backfill depth, the pipe will support a crane after a 72-hour set.

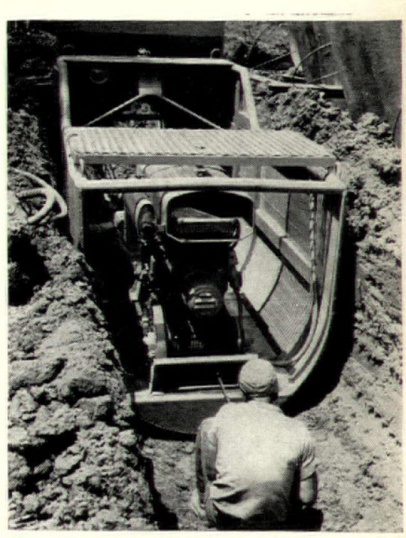
The Grant Haven job was done by the Missouri No-Joint Pipe Co of St Louis, which represents the No-Joint Concrete Pipe Co of Calif. These firms will serve as franchise holders, will lease the machines to contractors at rates varying with the diameter and length of the pipe to be installed.



MACHINE is lowered by crane at head of trench to start casting pipe.



TRENCH is rounded to form underside of pipe. Aluminum interior forms are at right.



ENGINE-POWERED WINCH reels in anchored cable to pull machine along the trench.

Technology continued on p 172



The Golden Value Promotion Kit pulls in prospects, helps close sales

Mr. Builder, here's a most complete, most attractive promotion kit . . . offered by your General Electric distributor to help sell your homes. Look at a few of these display items:

SIGNS:

A 4-Part Sectional Site Sign: Sturdy, versatile weatherized Masonite, that can be used so attractively, three ways . . . as four separate signs, two vertical or horizontal signs, or as one large sign. A blank panel is provided for your name and message.

Two Directional Signs: Eye-catching Day-Glo Masonite, featuring golden arrows on black to point the way to your Golden Value Home.

PENNANTS:

Four Golden Value Pennants: Attention-getting, large, made of durable cloth bunting, to tie on tall rods, mount on fences. Stop, look and come-in attraction for your prospects.

25-Ft. String Pennants: Already assembled, these gay multi-colored plastic pennants will retain their fresh appearance in all kinds of weather.

WELCOME MAT:

Clear plastic with a golden "Welcome," this is yet another invitation to "come in and look around."

GOLDEN VALUE SEALS:

Spot these handsome seals throughout your Golden



Value Home . . . on the heating unit, bathroom fixtures, cabinets, doors, windows to remind prospects your Golden Value Home is quality-built everywhere.

Stickers: Adhesive-backed appliance stickers, easy to attach proudly to the various General Electric appliances in your Golden Value Home.

ROPE:

30-Ft. Golden Metallic Rope: Golden-yellow, primarily for outdoor use, to channel traffic into the entrance; keep lookers from lawns and flower beds.

LAPEL BUTTONS:

Personalized to identify you and your salesmen.

BROCHURES:

Most attractive four-page folders, available in quantity, in which you can set forth all the pertinent information about your particular Golden Value Home. Here's an item that will identify you as a builder of integrity and dependability . . . and help you reach many more prospects.

Whether you're selling one home . . . 10 . . . or 100 . . . if you've included major appliances from General Electric's Golden Value Line, this kit can be yours . . . to tell the world the *whole* house is a Golden Value.



PREMIUM EXTRA

In addition to the attention-getting display items, here's a big Extra . . . a truly fabulous collection of premiums. To name a few . . . a Wallet, Book Marker, Magnetic Pot Holder, Gauntlet Oven Mitt, Ball Point Pen with gold ink . . . and many many more.

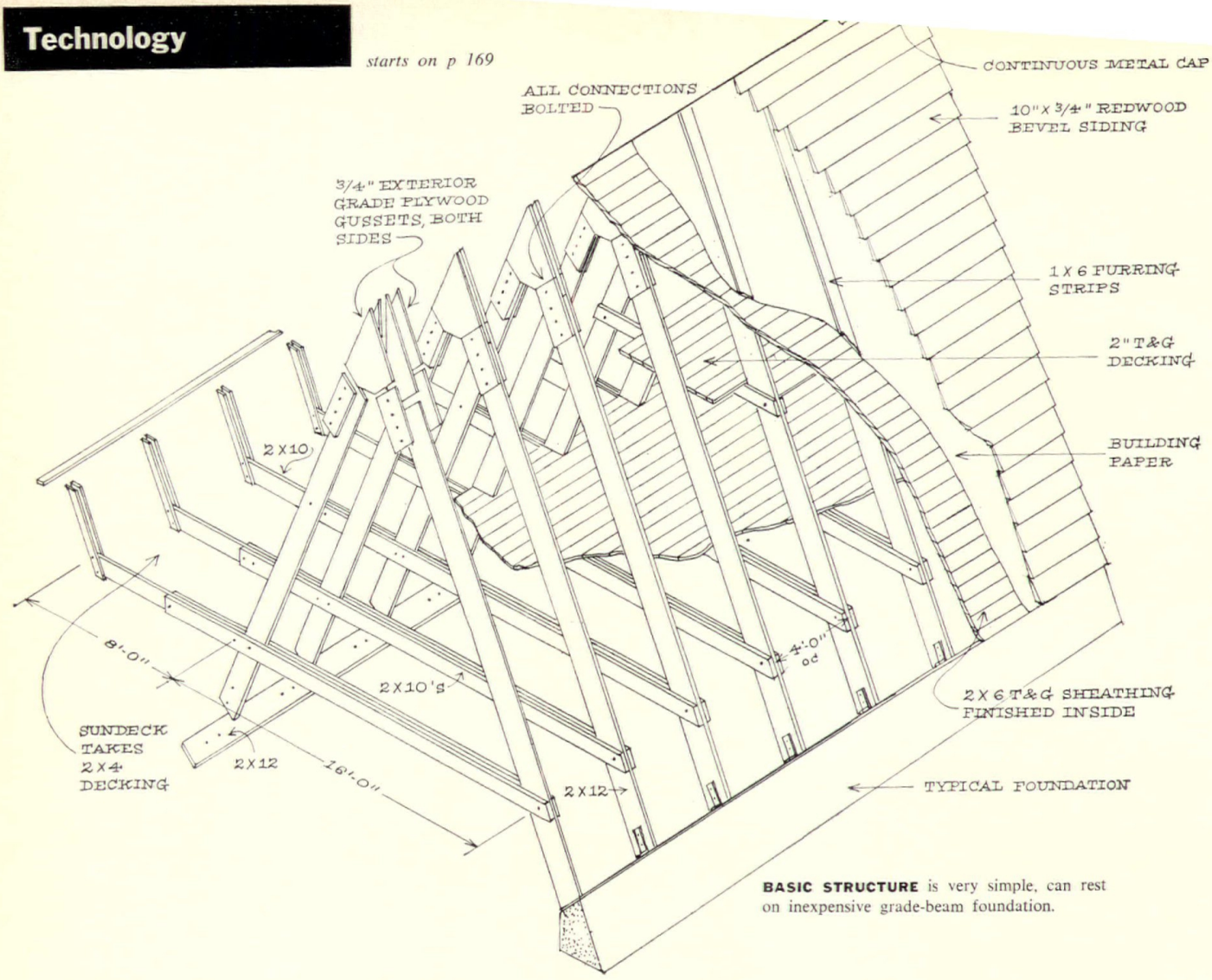
Hand them out to prospects . . . use them as door-openers on follow-up calls. Order forms are included so you can order direct the items desired.

See Your General Electric Distributor Today!

Progress Is Our Most Important Product

GENERAL ELECTRIC

starts on p 169



BASIC STRUCTURE is very simple, can rest on inexpensive grade-beam foundation.

With this A-frame system, shell cost is under $5 a sq ft

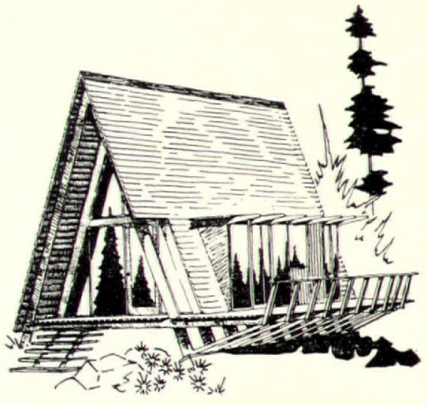
Reason for the low-cost: as in any A-frame house, framing is very simple.

In the A-frame system shown above, developed by Prefabber Harold Fleck (Sturdi Built Mfg Co, Portland, Ore), the sides of the A are framed with redwood 2x12s 4′ oc. Floor joists are double 2x10s. Structural sheathing—2x6 t&g—has a planed surface with beveled edges to form finished interior walls. Building paper, 1x6 furring strips (to provide insulating air space), and bevel siding complete the walls.

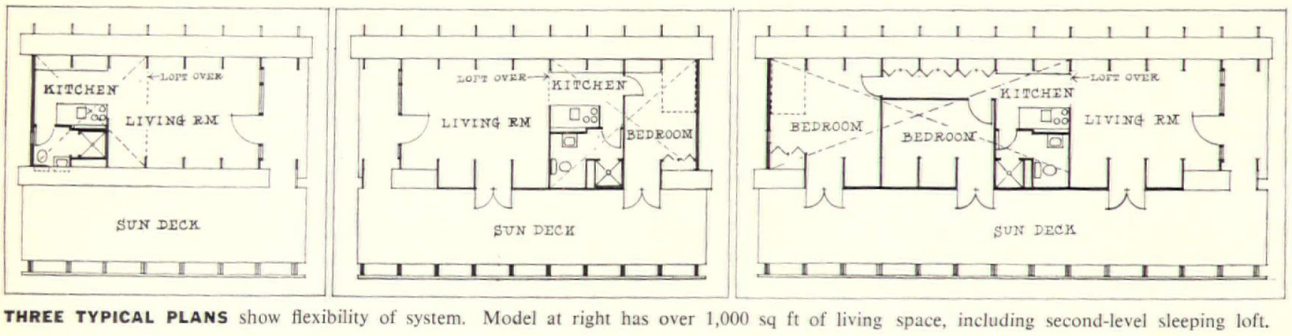
Tops of the A frames are held together with doubled plywood gussets, and all structural joints are bolted. All sub-floors and partitions are 2x6 t&g.

Sturdi Built is now producing precut kits for various size houses. All will be based on the same A-frame, but will vary in length along the 4′ module. Price of the precut parts (wiring and plumbing not included) for a 13-bay house (plan, below right) is $4,995. It takes only half a day for three men to assemble and erect the shell. Two men can complete plumbing and electrical work in another 4½ days.

Fleck plans to franchise lumber dealers to assemble the precut kit. Says Julian Cheatham of Georgia-Pacific, one of Sturdi Built's major suppliers: "The 4′ module of this system permits lots of plan flexibility. It can be used for both vacation and year-round houses and I understand that half the houses shipped so far are being built as year-round homes."

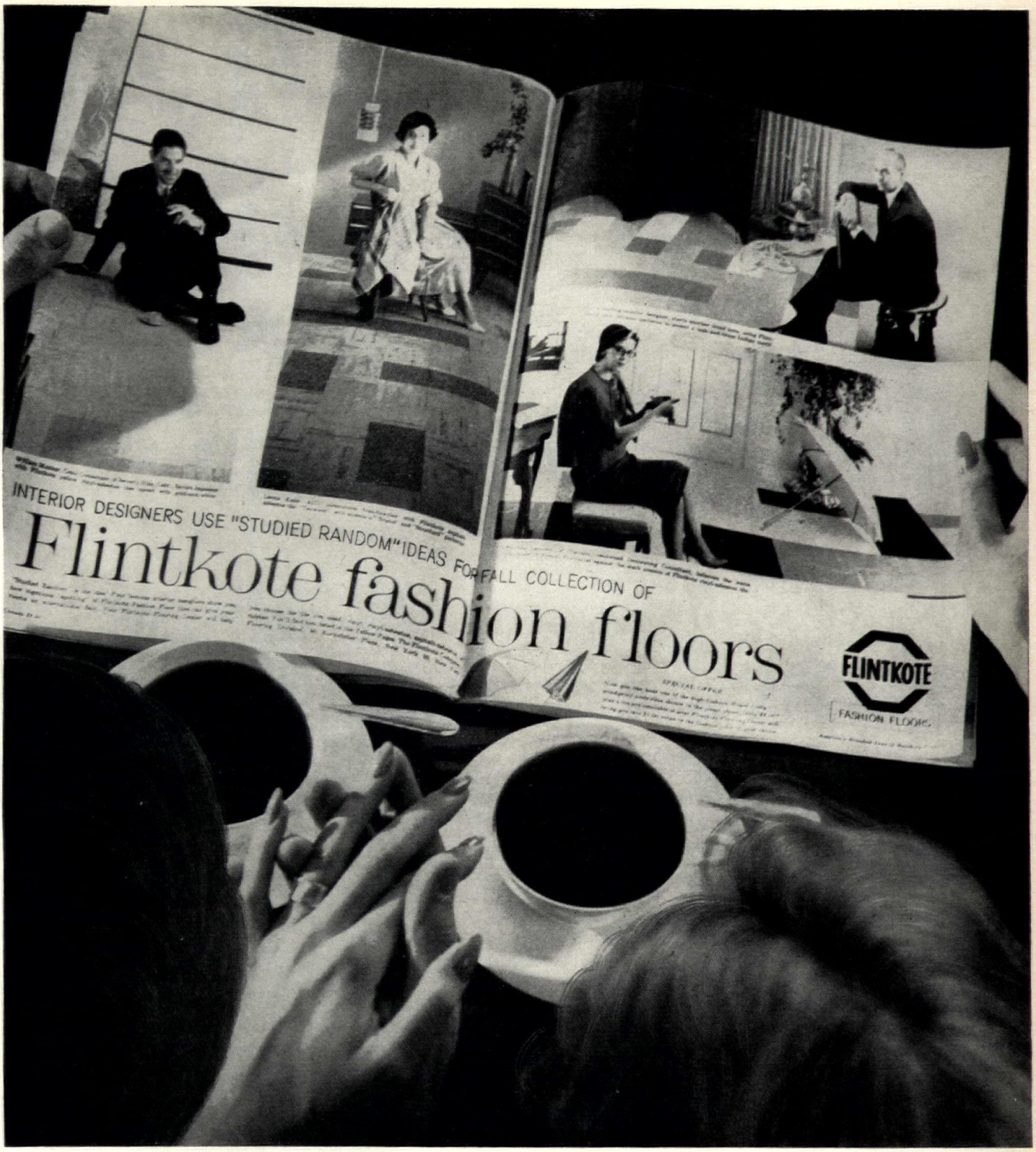


TYPICAL MODEL has all-glass end walls, dormer opening to 8′-wide sundeck.



THREE TYPICAL PLANS show flexibility of system. Model at right has over 1,000 sq ft of living space, including second-level sleeping loft.

Technology continued on p 174



"Studied Random" is the idea for Fall!

And what a selling idea it is: an ingenious placing of Flintkote tiles to create unusual, dramatic floors. Floors with fashion-appeal, eye-appeal, buy-appeal!

Your home buying prospects will get the idea in national magazines. Again from the kind of advertising that makes "Flintkote" the fashion name in floor tile. Famous trend-setters Yale R. Burge, William Manker, Leona Kalin and Patricia Lamont show how "Studied Random" gives rooms an international flair.

Use the appeal of Flintkote Fashion Floors anywhere. Flintkote tiles are famous for beautiful styling and tremendous wearability. Remember: prospects become buyers when they feel "at home" in a house built with products they know are first in fashion! *The Flintkote Company, Flooring and Adhesive Division, 30 Rockefeller Plaza, New York 20, New York*

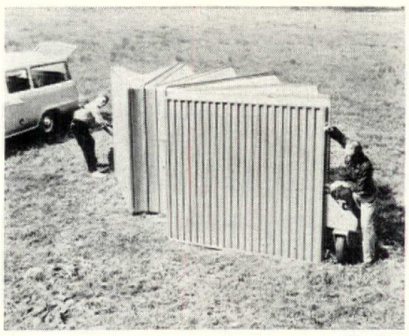
FLINTKOTE®
FASHION FLOORS

America's Broadest Line of Building Products

starts on p 169



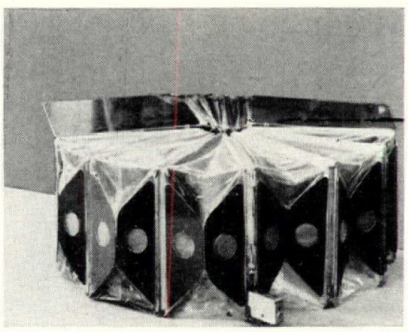
COMPACT TRAILER is maneuvered into position on site by auto, unhooked.



UNIT IS FANNED OUT by two men. Trailer wheels pivot like casters to make job easier.



FULLY OPEN, unit forms semi-circular shelter. Side flaps of trailer forms porch roof.



REAR VIEW, shown here in model form, shows plastic skin which fits over aluminum frame.

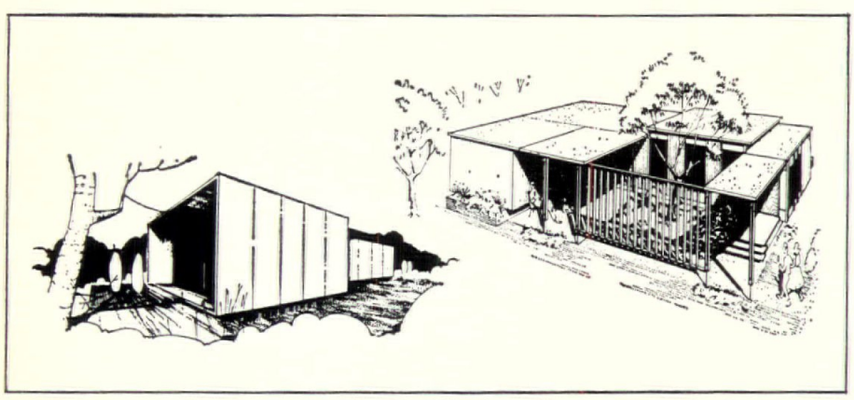
This trailer suggests a new idea for prefabrication

Though the unit is designed as a camping shelter, its accordion-fold design principle might trigger an idea useful in larger-scale housing.

The 31 sq ft trailer fans out into a 105 sq ft semi-circular shelter—a 250% increase in area.

Skeleton of the "accordion trailer" is seven rigid aluminum ribs. These are rectangular frame structures 6½′ high 7½′ wide, fabricated from 6″ wide extruded aluminum channels. Skin of the shelter is translucent, laminated-vinyl and nylon-mesh membrane. Six sections of this plastic material, each 3′ wide at the periphery, join the ribs.

Unit was designed for Alcoa by Industrial Designer Henry Glass, Chicago.



PRIZE-WINNING MOBILE HOMES, when "unfolded" on site, resemble conventional house.

Mobile-home design awards go to fold-up units

The two houses shown above are designed for transport on an 8′x50′ trailer, could be manufactured, say their designers, for under $5,000. Both show how close thinking in mobile-home design is approaching conventional house design.

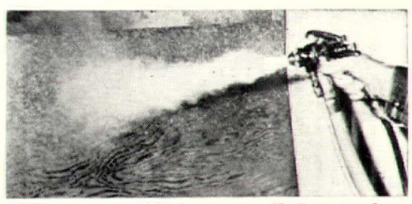
These are the top prize winners in a design competition sponsored by Rodgers Industries of Detroit, a major supplier to mobile-home manufacturers. First-prize house (left) would be assembled, in any of three plan variations, from six separate 8′ units. Designer: James H. Fox, University of Cincinnati. Second-prize house (right) is essentially two units, hinged to fold into an L-shaped plan around a patio. Designer: Theodore Litzenberger, Penn State.

New study explores fire-safe uses of plastics

Present building codes allow a far wider use of plastics than most architects and builders think, according to an analysis just completed by the Southwest Research Institute, San Antonio.

SRI's report points out that even older and allegedly outmoded building codes set up a performance standard that can often be met by plastic systems.

The big hurdle in use of plastics has been fire safety. The report argues that many codes ignore the fact that wood and furniture may produce concentrations of gases and smoke as dangerous as those produced by most plastics. Copies of SRI's report are available at $5 each from the Manufacturing Chemists Assn, 1825 Connecticut Ave, N W, Washington, D.C.



SPRAY COATING is gun-applied to surface.



AFTER SPRAYING, coat is smoothed by roller.

Sprayed-on plastic film waterproofs walls, roofs

Latest entry in field of tough, spray-on coatings (see H&H, Jan) is Owens Corning Fiberglas' Flake Protective Coating system. This system uses a DeVilbiss spray gun, glass fibers, fillers, polyester resin, and pigment—all sprayed on in one pass.

Accelerated weathering tests show virtually no deterioration, says OFC. Vapor transmission is less than 0.01 perms; shear strength is 800 psi. On vertical surfaces, crawling is prevented by the high shear force between layers of glass fiber.

Applications for the new coating: water seal for concrete block and precast walls, swimming pools, and roofs. A 20-mil coating can be applied in one pass. It has about 50 layers of glass fiber and is roughly equal, says OCF, to 50 coats of paint.

At least for the present, applicators will be franchised.

Technology continued on p 176



Newest thing in home building! Builders can find in concrete shell roofs plenty to stimulate sales interest. The variety of shapes is almost limitless—from angular folded plate to sweeping arcs. Many shell roof homes already have been built. Precasting of roofs, and reusable forms, are making shells even more practical. Concrete shells have much to offer in economy, in spanning ability—and in the fresh beauty that excites buyer interest. A big appeal is the fire-safety and low upkeep only concrete offers. Concrete is the material of modern living. From new-look walls to "pebbled" patios, concrete is helping to create sales!

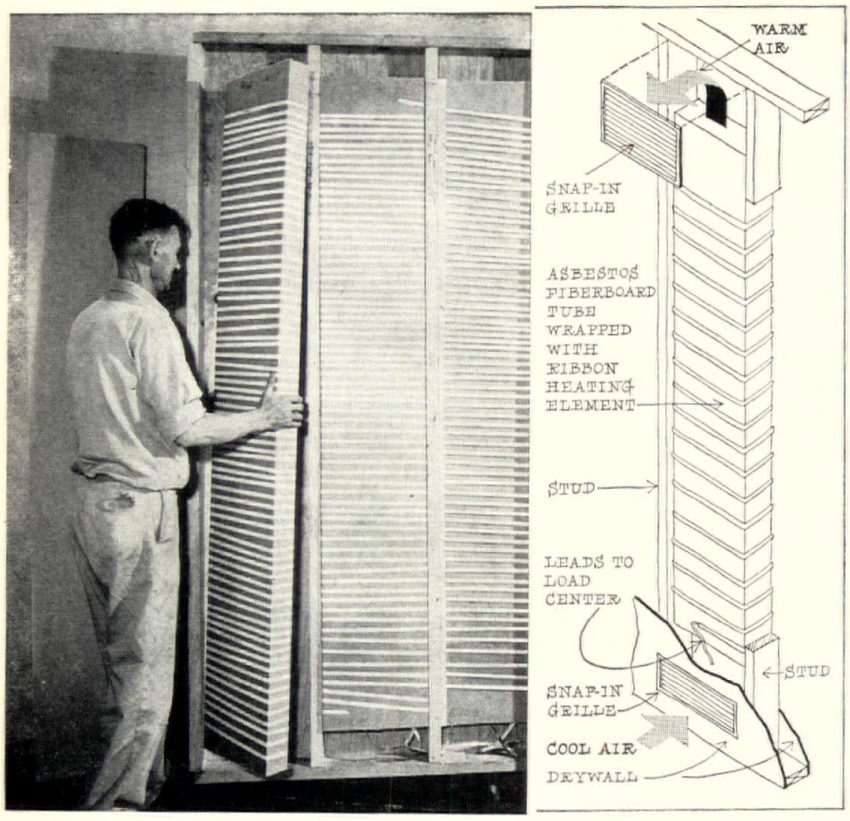
For the newest in homes . . .

LIVING CONCRETE

PORTLAND CEMENT ASSOCIATION

. . . A national organization to improve and extend the uses of concrete

starts on p 169



HEATERS are made of radiant ribbon wound on fiberboard tube; drawing shows air flow.

Newest idea in electric heat: behind-the-wall heaters

This workman is installing an asbestos fiberboard tube, wrapped with a ribbon type electric resistance heating element, in a stud space. Three or four such tube heaters are enough, says the designer (Carl Boester, Lafayette, Ind.) to keep a well insulated room warm in the coldest weather.

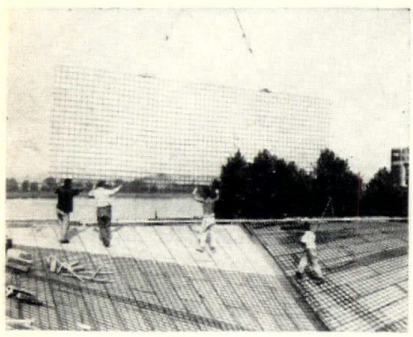
Tubes should be placed in uninsulated interior partitions rather than outside walls, says Boester. His reasoning: if the elements are in an outside wall, the big temperature differential between exterior and interior increases heat flow out of the house.

Openings in the drywall at the top and bottom of each heater space (see drawing above) let cold air rise through the warm tube and supply convected heat at the top. The ribbon elements also beam radiant heat into the room. Surface temperatures rarely get above 115F.

The units are designed to be shipped flat, and the ribbon element can be sized for various kilowatt capacities. Each heater is hooked up to heating-circuit leads from main load center.

Designer Boester plans to start production this year. Installed costs for a house with a 68,000 Btuh heat loss may be less than $100, says Boester.

New book tells how to use welded wire reinforcing



The easiest way to reinforce concrete slabs, apartment house floors or roof decks, roads, or retaining walls is to use a few sheets of welded wire mesh (photo, above). Reasons: 1) the cold drawn wire is stronger per sq in. than reinforcing bars, so saves steel; 2) wire fabric can be installed fast in big sheets, so saves a lot of the labor lathing with reinforcing bars would take.

You can get some sound advice on using wire reinforcing from a new book, called *Building Design Handbook*, published by the Wire Reinforcement Institute, National Press Building, Washington 4, D.C. Here are a few tips the book offers:

Use 2″ side lap between sheets of wire reinforcing fabric.

For slabs on-ground less than 6″ thick, fabric should be placed at mid-depth or slightly above the slab.

Reinforcing fabric should extend 2″ to 4″ from edge of slab, and should not be carried through construction joints.

High-voltage system (240/480 v) cuts costs of underground wiring

Underground wiring is often ruled out as being too expensive. But the Baltimore Gas & Electric Co, in planning the system for a new subdivision near Annapolis, found it could install wiring underground *cheaper* than a standard overhead system.

How was it done? By distributing power at 240/480 volts instead of the standard 120/240 volts. This cut costs almost 20% by reducing the size (and therefore the price) of the conductors and the number of transformers needed.

The system is being installed at Kingswood-by-the-Severn, which is planned for 500 houses, a country club, and a marina. The first model houses are being built now.

The utility priced out the two alternate systems

Engineers designed and figured costs on both an overhead 120/240-v system and the underground 240/480-v system to arrive at their decision. The subdivision is on heavily wooded, hilly land which Developer J. W. McCrocklin wants to keep as natural as possible. The terrain, trees, and curvilinear street layout would have required extensive overhead construction, and many different size poles. This cost was balanced against the cost of excavating and backfilling trenches (which will be done by the developer). The developer will set transformer pads and install conduit for cable under paved areas. Telephone lines will also be placed underground in separate trenches.

Transformers will cut voltage for lighting and outlets

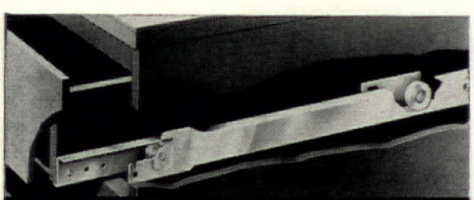
All convenience outlets and light fixtures will be supplied (for safety) with 120-v power from a small autotransformer on the load side of the meter in each house. These transformers will be supplied to the builder by the utility. Utility studies show a 3-kva transformer would be big enough to handle the load, but local inspection authorities are requiring that, at least until more data is available, the first houses be equipped with 7.5-kva units.

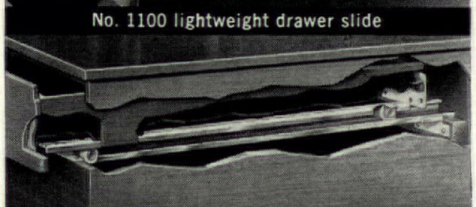
All major fixed appliances will be designed to use 240 volts directly off the line. These appliances include a heat pump, oven, range top, dryer, water heater, and dishwasher. The heat pumps will be self-contained, air-to-air units with two 2½-hp compressors, two ½-hp condenser-fan motors, a ¾-hp evaporator fan motor, and 18 kw of supplementary resistance coils each.

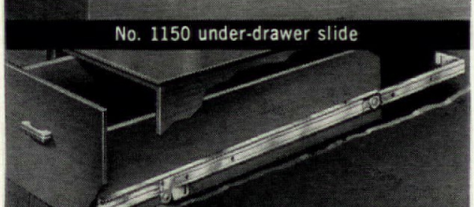
Safe operation of these big appliances will be assured by grounding each unit's metal frame to a separate non-current-carrying ground wire, independent of the electrical system. /END

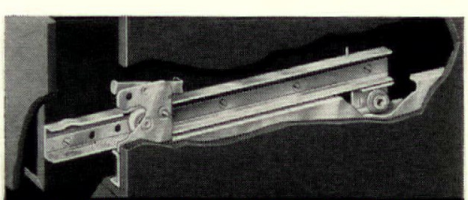


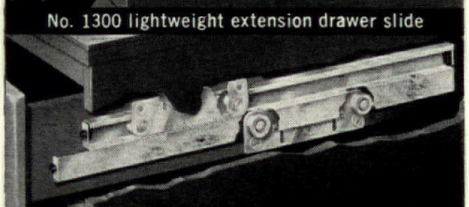
There's a K-V drawer slide for every type installation—
from lightweight to heavy duty. Write for complete catalog.

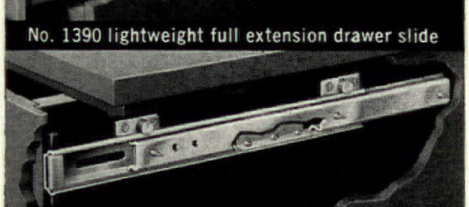

No. 1100 lightweight drawer slide

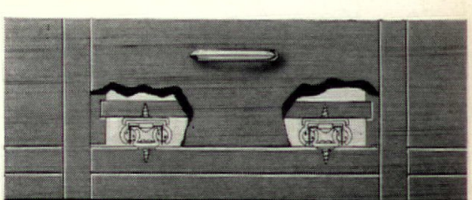

No. 1150 under-drawer slide

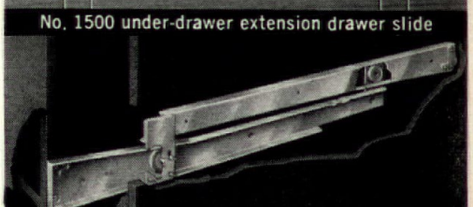

No. 1200 extension drawer slide

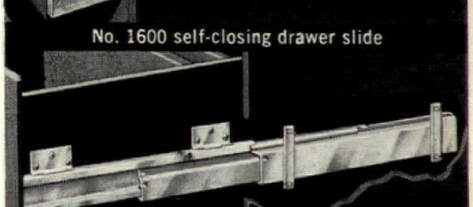

No. 1300 lightweight extension drawer slide


No. 1390 lightweight full extension drawer slide


No. 1400 heavy duty extension drawer slide


No. 1500 under-drawer extension drawer slide


No. 1600 self-closing drawer slide


No. 1700 heavy duty full extension drawer slide

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Manufacturers of adjustable shelf hardware, sliding and folding door hardware, closet and kitchen fixtures, Tite-Joint Fasteners and Handy Hooks for perforated board.



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"There is a
big
difference
–and our customers recognize and appreciate it . . . Barber-Colman OVERdoors help us sell more homes."

Jack R. Worthman
Vice President
John R. Worthman, Inc.
Ft. Wayne, Indiana

John R. Worthman, Inc., awarded merchandising citations from *House & Home*, *Practical Builder*, and *American Builder*, also was cited recently by *American Home* magazine for the "Best Home for the Money."





Your customers can see the Big Difference when your homes feature OVERdoors

At John R. Worthman, Inc., reliable performance is the primary factor in specifying component products. If a product installed in a Worthman home gives trouble more than twice it's replaced—by another brand. Strict quality requirements like this really test the BIG DIFFERENCE in garage doors. As so many builders know, trouble-free operation has long been characteristic of OVERdoor. And, the difference doesn't end there. Lifetime guaranteed WEATHER-KING flush or panel sections—with new, low-cost designs of "individual elegance"—turn a building necessity into an active sales builder. Guaranteed product performance, service policy, installation by factory-trained crews—are *your* GUARANTEE of eliminating profit-eating callbacks and building customer confidence. Barber-Colman serves up the BIG DIFFERENCE that saves you (and your home buyers) time, trouble and money—our representative can show you how you can *prove* it to home buyers!

A pushbutton opens the door to greater sales

Picture the surprise when you demonstrate your *first* home feature—even before you leave the automobile. Touch of a button on your dash introduces Barber-Colman Weather-King Door Control—lets you open, light, close, and lock the garage from the car.

For complete information on OVERdoors and Weather-King Door Controls see your Barber-Colman representative or write to:

There is a Big Difference in garage door construction and design. Compare these OVERdoor features with those of other leading brands . . .

Weather-King Flush section facings are guaranteed not to weather-check, split, or delaminate. Sections give insulation value of 5″ house wall.

Cam Action Closing seals out moisture, dirt, cold—assures easy operation in all weather conditions, year after year.

Specially designed rollers have heavier, longer wearing shafts, chrome steel ball bearings, case-hardened races. Heavy-gauge *galvanized* tracks are spot welded to continuous vertical track for greater rigidity.

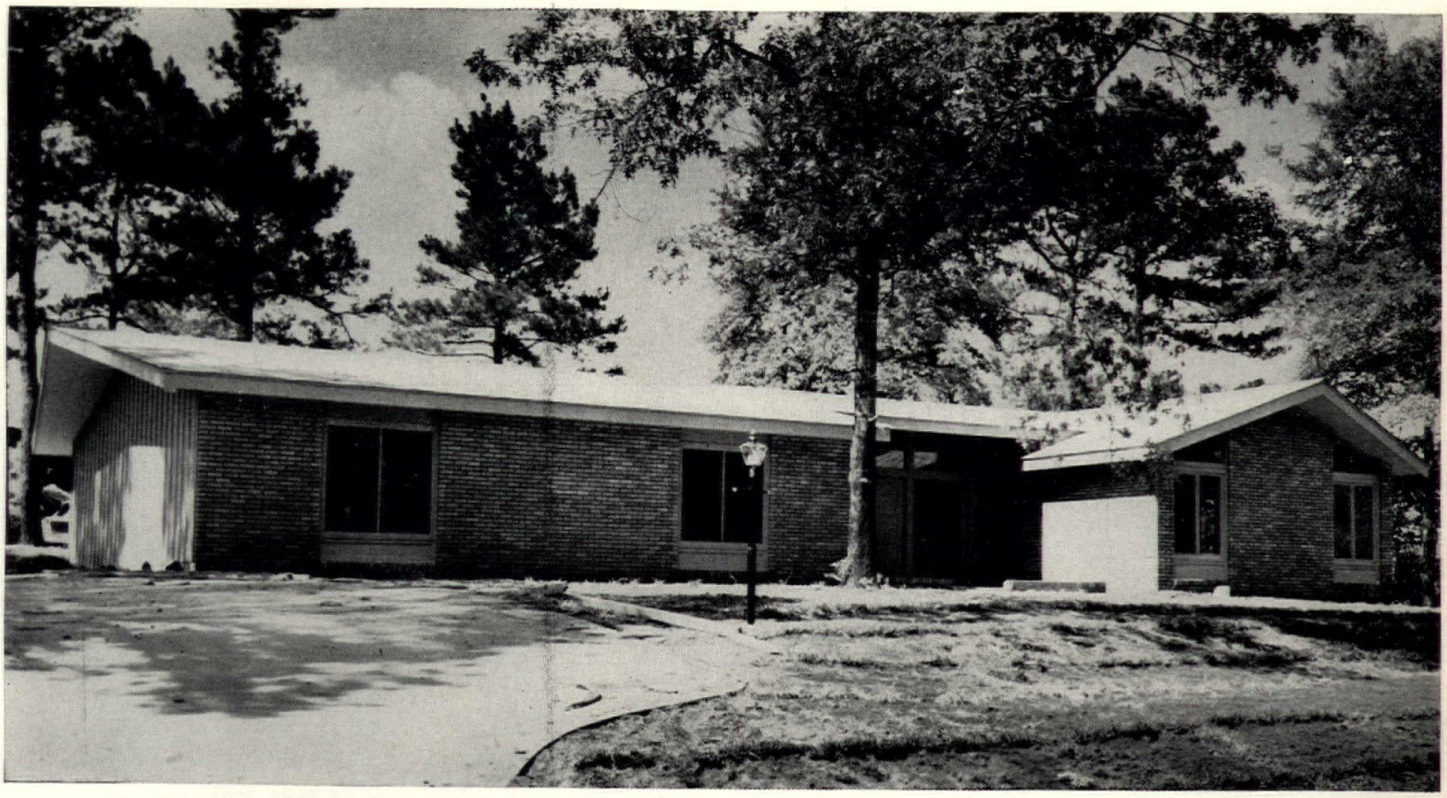
Latching and locking are automatic when you close an OVERdoor. Key is needed only to *unlock*. Night lock sets to latch only when required.

Attractive designs and styles are available in a wide range of models and sizes to suit any type of home or garage.

BARBER COLMAN

Dept. NF-09, Rockford, Illinois

BARBER-COLMAN COMPANY



BUILT-TO-ORDER HOUSE has nearly 2,500 sq ft of living space, four bedrooms, 3½ baths, brick-paneled entry. Price: $47,500 on a $7,500 lot.

This $47,500 house is one of many being built-to-order by one of the nation's big merchant builders

Builder-Realtor-Lumber Dealer Bill Underwood expects to build about 300 houses this year in Jackson, Miss. Most will be built-for-sale. But 10% will be built by a separate department set up last year to handle $25,000 to $50,000 built-to-order houses like the one above.

These houses are being built and sold in an entirely different way than the mass-produced $11,500 to $23,000 houses in Underwood's several developments. They are built in small groups or on owner's isolated lots; and while some are based on Underwood's basic models, buyers can have any design. Underwood's built-to-order houses range from steep-roofed French Provincial to almost-flat-roofed contemporaries. None is started until Vice President Jack Lucas, who heads the new department, and Underwood's design staff (sometimes with advice from Architects Neal & Chastain) work out plans and specifications with the buyer.

Why did Underwood expand into this specialized market?

Says Underwood: "We want to broaden our market to reach buyers who want individually designed houses. And we want people to think of us as the local 'department store' of homebuilding."

The operation has been profitable, Underwood says, because "we have kept it entirely separate from our regular operation, have been extremely careful in figuring costs, and have given the personal attention buyers expect when they buy higher-priced homes."

Other volume builders are moving into the built-to-order market

Fox & Jacobs in Dallas and Lusk Corp in Tucson have set up similar semi-autonomous divisions to handle prospects who want special designs at a higher price. (For more on F&J's operation, see H&H, May). Other builders like George Day in Saratoga, Calif. and Haft-Gaines in Ft Lauderdale, Fla. use the same crews for both their built-for-sale and built-to-order houses. Still others like Bob Schmitt in Berea, Ohio and Andy Place in South Bend, build both kinds of houses with almost no change of pace because they use trusses which let them build a wide range of houses and alter plans easily.

Reasons given by these big-volume builders for expanding to the higher-price market:

This diversification keeps crews busy on bigger houses when there is a slowdown in the mass-produced popular-price ranges.

They can reach the growing market that wants to trade up.

And they can cash in on a high-profit-margin market once the special province of small-volume builders.

What the leaders are doing

Upgraded model is best-seller in Puerto Rico .....p 186

Seven rules for buying land by Builder Ralph Shirmeyer .....p 188

Standardized plumbing core works in a variety of plans.....p 189

DOW | BUILDING PRODUCTS



After the Styrofoam is cemented directly to the SCR brick exterior wall with mortar, drywall cement is applied in gobs to the surface of the Styrofoam.



Ralph L. Bircher, partner in Kleinhenz and Bircher, Builders, Inc.

WALLBOARD DIRECTLY OVER CUTS COSTS

Kleinhenz and Bircher, upstate New York builders, combine Styrofoam® insulation with SCR brick exterior walls and wallboard interior walls to save $1,300 over conventional brick veneer structures with batt-type insulation.

"The absence of brick clay in the Rochester, New York, area puts brick homes in the luxury class," reports Mr. Ralph L. Bircher, partner in Kleinhenz and Bircher, Builders, Inc., Webster, New York. "But by building with SCR brick load-bearing walls insulated with Styrofoam, and then adhering wallboard directly to the Styrofoam, we can erect brick houses in the 1,200-square-foot range to sell for $18,000. This puts us $1,300 under conventional brick veneer structures with batt-type insulation, and within $500 of the standard frame construction costs in this area.

"The advantages of constructing with brick and Styrofoam, of course, are more economical heating, less maintenance, and better fireproofing. We feel these advantages, plus price, give us an extra selling edge on our competitors."

Kleinhenz and Bircher bond Styrofoam* directly to the SCR brick walls with portland cement mortar. This eliminates the time and expense of installing the furring needed for batt-type insulations. Then, they apply ordinary drywall cement with a drywall hawk and trowel in two-inch gobs on approximately sixteen-inch centers on the surface of the Styrofoam. When the wall is completely prepared, they set the 4 x 12-, 14-, 16-, or 18-foot wallboard sections in place and nail them where the wall meets the ceiling and around the windows. The wallboards are then braced for 24 hours until the cement has dried thoroughly, and after taping the wallboard joints, the walls are ready to paint or paper. Wallboard was selected



Workman fitting a section of dry wallboard in place against the Styrofoam insulation. Wallboard is then braced for 24 hours until cement dries.

STYROFOAM

FOR NEW YORK BUILDER!

in preference to economical wet plaster on Styrofoam at the suggestion of the plastering contractor who felt that an even greater saving could be achieved by utilizing wallboard.

"We first used Styrofoam with drywall construction about four years ago," concludes Mr. Bircher, "and since then we have built about sixty houses which have given our home owners complete satisfaction in every way."

For full information on how you can use the advantages of Styrofoam to solve your building problems, please contact the nearest Dow sales office. Or write: THE DOW CHEMICAL COMPANY, Midland, Michigan, Plastics Merchandising Department 1614BP9.

*DOW'S REGISTERED TRADEMARK FOR ITS EXPANDED POLYSTYRENE

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SARALOY® 400 – Durable, elastic flashing material that's cut to size right on the job, conforms to irregular shapes.

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POLYFILM® – High-quality polyethylene film for use as a vapor barrier, temporary enclosures.

*TRADEMARK

See "The Dow Hour of Great Mysteries" on TV.

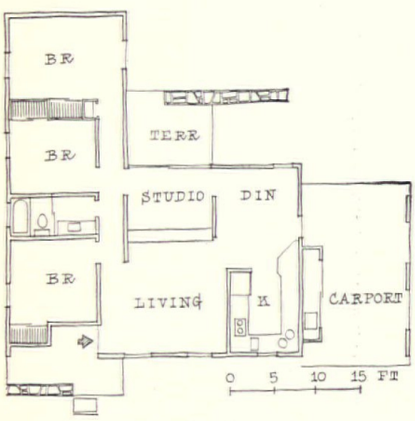
THE DOW CHEMICAL COMPANY • MIDLAND, MICHIGAN

Starts on p 183



FLAT-ROOFED MODEL has 975 sq ft of living space plus carport and rear terrace. Floor, roof, and all walls are concrete.

This upgraded model is a best-seller in Puerto Rico



FLOOR PLAN includes three bedrooms, compartmented bath, living room open to studio.

At $13,995 to $14,400 it is the highest-priced development model that has so far been offered in rapidly prospering Puerto Rico. Ibec Housing Corp has sold more than 240 (including a slightly smaller version priced at $12,943 to $13,400) since it put the model on display in a San Juan shopping center last winter (H&H, Apr).

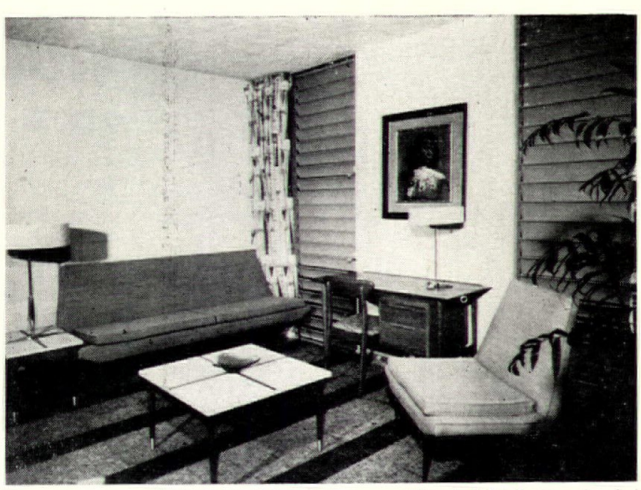
The house is filled with quality materials and products, and its price includes a lot valued at over $3,000 in the land-tight San Juan market. Ibec keeps costs down by building walls with precast concrete panels and by using huge mobile cranes to raise 5¾″-thick insulated concrete roofs. Its production: four houses a day.

Ibec, headed by Winthrop Rockefeller, has built 5,000 low-priced houses in Puerto Rico since 1948. It plans 1,600 this year, and has just announced plans for 4,000 more low- and medium-priced houses on new tracts on the island.

Ibec also builds houses in Iran and has developed the 3,800-acre Margate community in Florida (H&H, Mar).



KITCHEN is equipped with built-in oven, mixing center, burner tops in corner, round corner sinks, and 12′9″ countertop.



LIVING ROOM is 14′10″x12′8″, has two ceiling-height louvered windows. All doors and most windows are full 8′6″ room height.

Leaders continued on p 188

Now, a complete window line

as close as your phone!

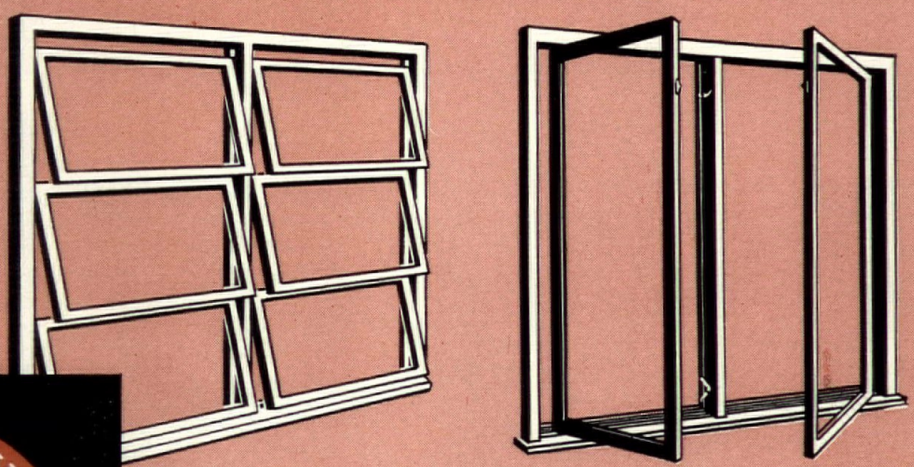


For many years the leader with Removable Double-Hung and Glider Windows



Exactly the right style and size for every residential requirement. Get details of the R•O•W full-line story from your dealer. He knows he can back R•O•W Windows all the way. Better design, more features and top-quality construction make these windows the first choice of builders who want to sell homes fast and at a fair profit. Achieve installation labor savings and eliminate costly call-backs with these beautiful windows.

AND NOW- America's Finest Awning and Casement



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Both R•O•W SURE-LOK AWNINGS and R•O•W ROYAL CASEMENTS are self-locking. There are no separate and awkward locks. Both are beautifully designed for easiest operation and positive weather protection. They are years ahead of all competitive windows in styling and operation. If the R•O•W distributor in your area is not yet making these available, write us and we will have the closest manufacturing R•O•W distributor forward full information to you.

R·O·W is the trade-mark of R·O·W Window Sales Co., 1365 Academy Avenue, Ferndale

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Starts on p 183

Here are seven rules for buying land economically, listed by Builder Ralph Shirmeyer



Shirmeyer, who has had many years experience acquiring land in the Ft Wayne market (and his share of troubles doing so), has learned what he believes are the basic "ground rules for buying ground." Among the most important:

1. *Buy through an independent broker.* "It is better and safer to employ a realtor not closely associated with the buyer who wants to assemble land for a new subdivision. Being a broker only, he is often able to negotiate better terms than a subdivider dealing directly with the owners. As more purchases are completed, the realtor becomes identified with the buyer—and, therefore, he should be replaced by a new realtor."

2. *Use a specialist.* "The realtor should, if possible, be a recognized specialist in the farm market."

3. *Pay more per acre for larger tracts.* "It is wise to pay a little more per acre for a large piece of land than for several smaller, separated pieces. Subdividing costs are usually little more for one large tract than for most smaller tracts. With separated tracts, your costs are higher for multiple water, sewer, and street connections. Title insurance and abstracts of title are affected by quantity purchasing. These costs are often overlooked when comparing the price of large and small amounts of raw land."

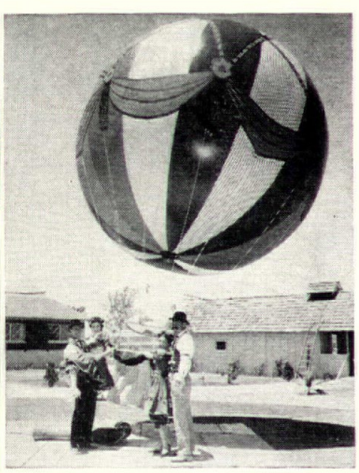
4. *Buy land well beyond utilities.* "It is better to buy absolutely too far from existing utilities than just a long distance away—because it is better to be in the utility business than to gamble on getting refunds later if and when the lines are used by other customers."

5. *Pay more for land easily drained.* "It is better to pay more for land that is nicely tipped towards drainage channels than to pay bargain prices for rough hilly land or land tipped away from the natural drainage direction. When storm sewers must be installed deep below the surface, your costs can be increased hundreds of dollars an acre."

6. *Try to plan for 500 to 700 houses.* "It is better to buy land for this many homes, because this much acreage will need a public school and possibly a parochial school, which makes it more attractive to homeowners. Usually this size tract lets the developer make satisfactory arrangements with school boards before homebuilding starts. If this size subdivision is too big for one builder, two or more can get together to develop it."

7. *Watch out for expressways.* "It is better to buy land that will not be crossed by one of the big new highways. Every effort should be made to learn if there is such a possibility. If so, be sure to file proper legal notice with the governmental agency involved to assure some protection against damage. Generally, the damages, over and above the land value, can cost thousands of dollars per acre in delays and other troubles."



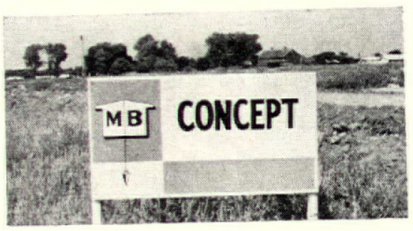


Here are two novel ways to beat a ban on billboards

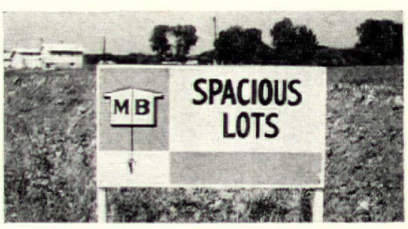
Because of strict restrictions on outdoor signs in San Diego, Lake County Builders uses a mannikin and a sound truck (left). The truck broadcasts a record of "phone calls" made by the mannikin to friends describing the features of her new house.

The 14′ balloon (right) is one of two that flies high over Steves Bros' models in Phoenix. They had the balloons made, they say, after a competitor who owned land surrounding their subdivision refused to let them post signs directing visitors to the models.















This series of signs plays up a trademark

Medema Builders uses its trademark—a plumb bob and the initials MB—in an effective way on each of a long series of signs along the road leading to its model home site Oak Forest, Ill. Other signs (not shown) in the series tell buyers to look for the swimming pool, sidewalks, color coordination, and double-glazed picture windows.

TV aerials won't mar Levitt's Bellair houses

None of the 4,500 houses that Bill Levitt plans to build in his Bellair community east of Washington will have a TV aerial sticking up above like a sore thumb.

The giant builder's newest tract is a 2,500-acre rolling blue-grass estate in Maryland once used for training race horses. So Levitt has ruled out TV aerials as part of a program to preserve the beauty of the countryside.

Said Levitt, at ground-breaking ceremonies: "Every house will have its own master TV-FM antenna system constructed into the building and completely sealed. The system has an electronic amplifier to boost incoming signals. There are separate outlets in different rooms. Performance is at least equal to, and in most cases superior to, any rooftop antenna. This one can't blow down, and the incoming occupant does not have to spend money to install his TV set."

The Bellair houses will all be air-conditioned, will sell from $14,990 to $22,900.

You might use music to promote your models

That is what Builder Don Huber is doing at his Concept development in Dayton, Ohio. He gives visitors a 7"-square, plastic, 33⅓ rpm record that plays four songs on one side and on the other side describes the four models —appropriately named the Rhapsody, Concerto, Symphony, and Nocturne. The songs are also used on Huber's radio commercials. Total cost for recording the songs and printing 15,000 discs was about $2,500.

Builder lets prospects stay overnight in model

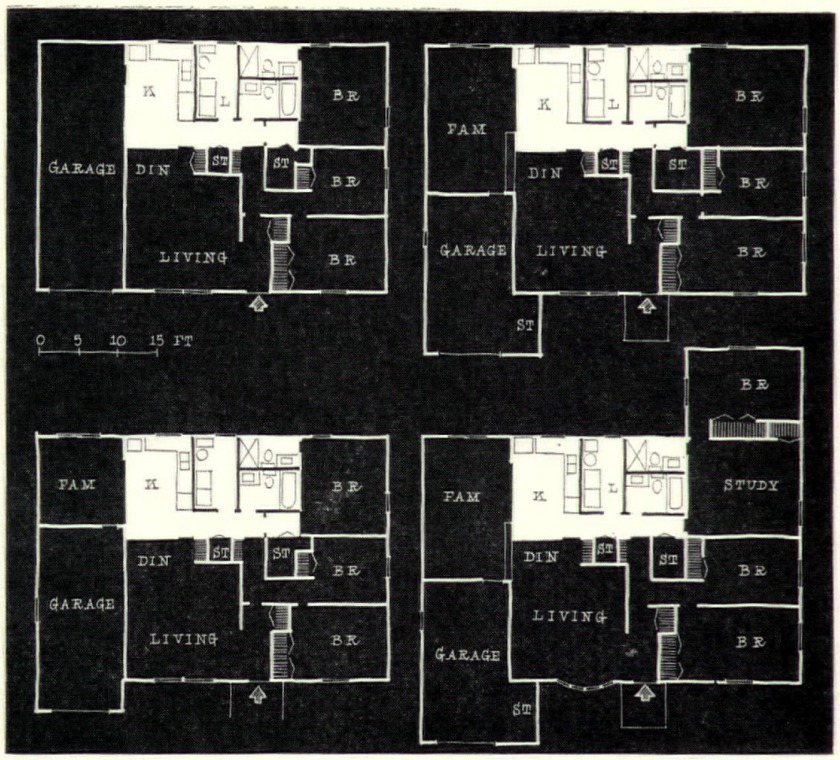
A day-in-the-house "on the house" offer is clinching sales for Milwaukee Builder John Vishnevsky.

"We have closed 15 sales and drawn a lot more prospects," he reports, after giving prospects a chance to "test" his $13,990 models by living in one for a day before deciding to buy.

The offer includes a free dinner of imported foods and champagne. The limits to his "Continental Holiday" in the house are that "only adults are invited to stay overnight, and they must be able to pay the $3,000 down payment and monthly installments."

Vishnevsky is so pleased with results that he intends to furnish seven more models for the trial occupancies.

Warning: be sure the laws in your state protect you against guests who refuse to leave until evicted. In some states this could be cumbersome.

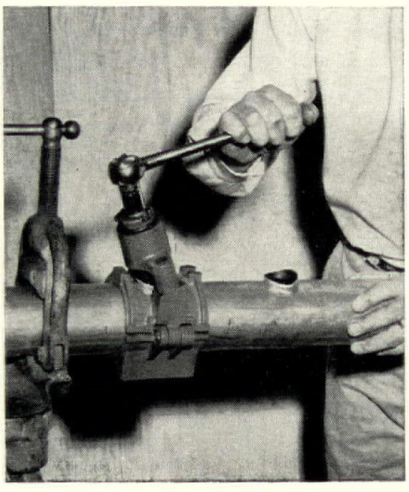


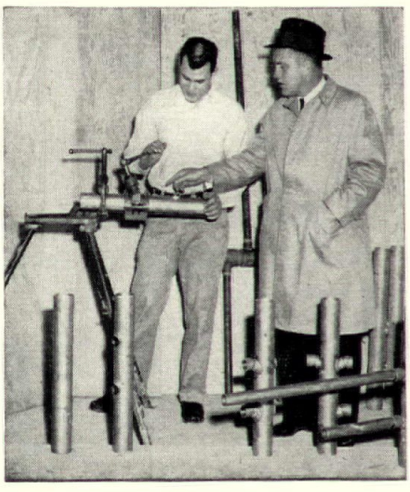
Standardized plumbing core works in different plans

The kitchen-utility-bathroom layout is identical in the four plans above. "By standardizing plumbing equipment and layout, I can offer more house variety without adding much to costs," says South Bend Builder Andy Place.

The basic house (top left) sells for $15,600. Larger versions sell for $16,800 (top right), $17,800 (lower left), and $20,900 (lower right).

Says Place: "Almost half the cost of building is for plumbing, appliances, and heating in the kitchen, baths, and utility room. Eventually we hope the core will be a pre-built box and we can change the house around it."



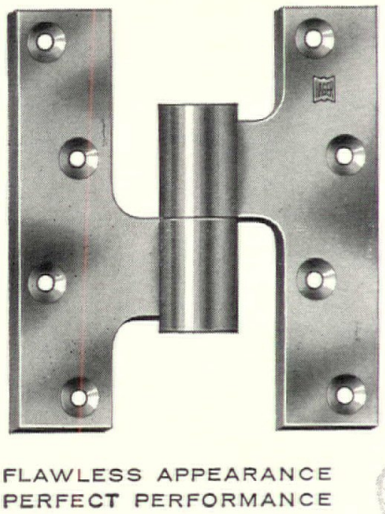


This plumbing tool cuts costs over $18 per house

Savings—in material costs alone—added up to $1,100 in 60 one-bath houses for Berea, Ohio Builder Bob Schmitt (right in photo). And he gets an added saving in labor from the $93 tool which makes tees in copper tubing 1" to 4" in diameter.

Schmitt pays only $6 for the tubing from which his plumber makes the two tees needed in a one-bath house. This is $18 less than he pays for two precast and machined tees. Also there are fewer joints to sweat: one instead the three needed to install a conventional T.

The Pipemaster Tee Turner (made by Erie Tool Works, Erie, Pa.) cold-draws the flange for the tee in 4½ minutes, in the shop or at the job site. Added advantages, reports Schmitt: fewer parts need be stocked, changes can be made quickly when buyers want changes in plumbing lines or more equipment. /END



(Invisible pivot: ½" Stainless Steel pin, oilite bushing; greater ball bearing surface.)

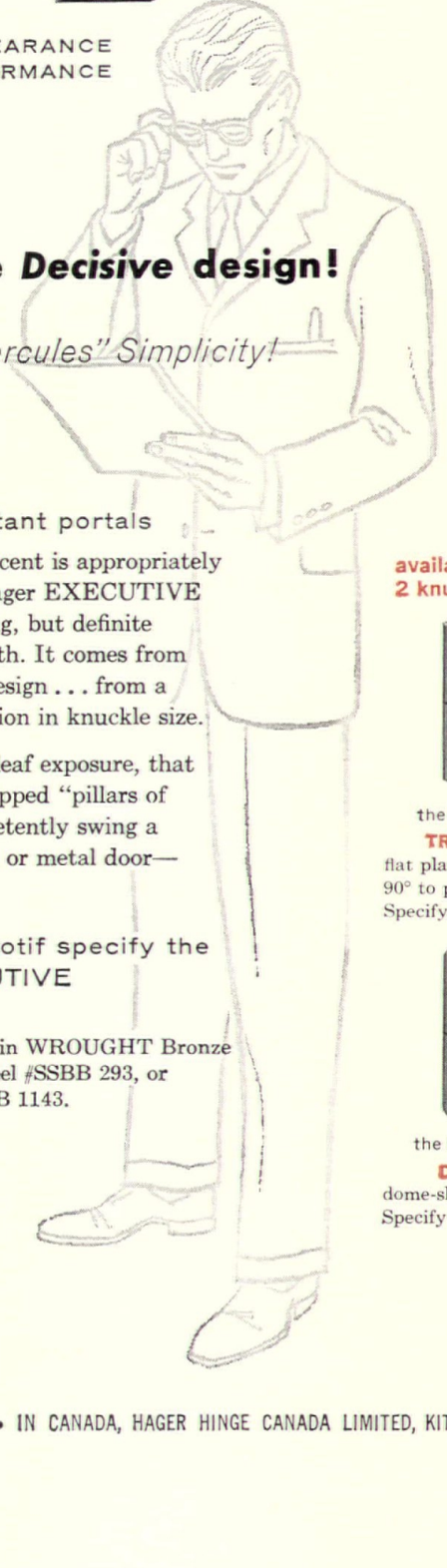
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EXECUTIVE...

...the pivot hinge with the *Decisive* design!

Impressive "pillars of Hercules" Simplicity!



use 3 on important portals

The architectural accent is appropriately modern; the new Hager EXECUTIVE Hinge gives a fleeting, but definite impression of strength. It comes from clean, uncluttered design . . . from a massive new dimension in knuckle size.

You sense, without leaf exposure, that these unetched, untipped "pillars of strength" will competently swing a massive heavy wood or metal door—forever!

For a subtle, masculine motif specify the HAGER EXECUTIVE

Both Styles available in WROUGHT Bronze #BB 293, Stainless Steel #SSBB 293, or WROUGHT Steel #BB 1143.

Hager®
EVERYTHING HINGES ON *Hager!*

available in 2 knuckle styles

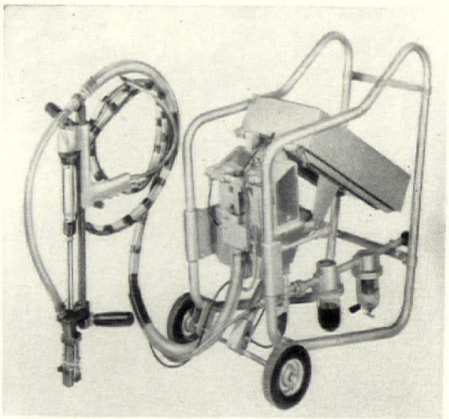


the Executive **TRUNCATED** flat planed ends at 90° to perpendicular. Specify Detail A.



the Executive **DOMED** dome-shaped ends. Specify Detail B.

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POWASERT NAILER is air-operated at 95 to 120 psi, draws 14 to 17 cu ft per minute. Model shown drives nails 2½″ to 5″ long at 50 to 75 per minute rate. Hopper holds 8 lb of nails. Hose gives 12½′ working radius. Gun weighs 16 lb, separator 60 lb. Smaller models weigh 7 lb, handle nails 1¾″ to 3½″ long at 50 per minute rate over a 25′ radius. Prices: $1,295 to $1,445.

United Shoe Machinery, Boston.

For details, check No. 3 on coupon, p 244

Magazine-fed power nailer sheathes roof in an hour

Builder Dave Jordan can close in his $30,000-plus, 1,952 sq ft houses in Danvers, Mass. as fast as his crews can lay plywood on the joists and studs.

One man with a Powasert nailer fastens sheathing and subfloor faster than the rest of the six-man crew can lay the plywood sheets, trim them, and snap on a chalkline. The operator often lays the gun down to help the crew get ahead of him, reports Jordan.

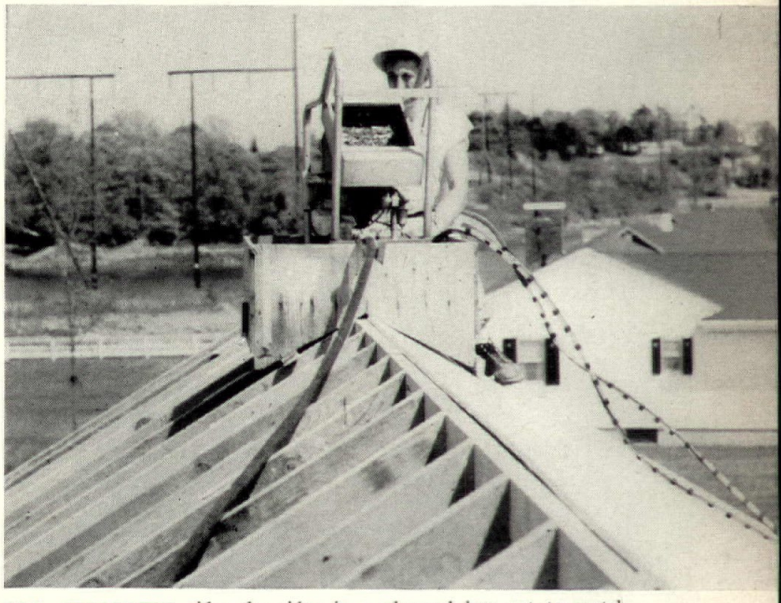
An 8-lb charge of nails is dumped in a feeder-separator which aligns them point first, feeds them to the gun at a 50 per minute rate. Jordan uses 6d, 8d, and 16d nails but the machine will handle nails 1½″ to 5″ long of almost any type including spiral, fluted, and annular types. The gun drives the nails with a series of rapid blows. Safety device keeps it from shooting or over-driving a nail: it will not dimple or mar the surface, can be set to countersink if necessary. Any reasonably skilled man can learn to use it in an hour.

The operator simply walks over the surface following the chalklines (walls are sheathed flat, tilted into place), touches the gun nose to the plywood where he wants to nail. He carries no nails, never spills any, bends any, or sends any flying with a bad blow. Nail waste, as much as 5% with hand nailing, is eliminated.

Says Jordan, "When a man can drive nails eight times faster by machine than by hand and do a better job while he's at it—and then go home feeling less tired—then I'm for the machine. I expect this one to pay for itself in a year or less."



SHEATHING ROOF, operator walks down slope from ridge to gutter. He covers over a third of the roof without having to move the separator.



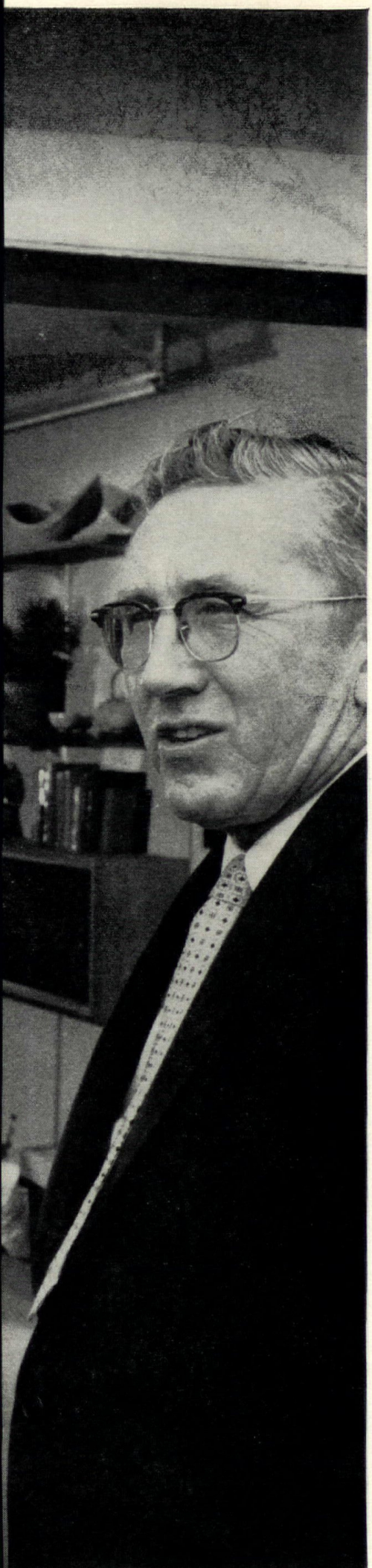
NAIL SEPARATOR rides the ridge in a plywood box cut to match the slope. Separator must be kept level so nails will feed to hose.



PLYWOOD SUBFLOOR is nailed in less than an hour as worker walks the chalkline. Walls are framed and sheathed flat, tilted up.

New Products continued on p 194


1
2



"OVERHEAD DOOR" in front 1
"OVERHEAD DOOR" in back 2 *—idea sells 18* homes for Indiana builders. That's why they say...*

"Today's CONVERTIBLE-GARAGE is our biggest bargain in sales appeal...our biggest help in better land use"

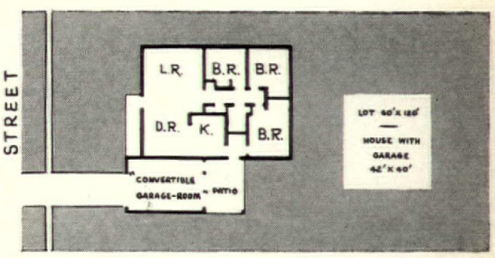
"An extra door in the back wall of the garage costs us only $38† additional," say Charles S. Lazerwitz and Joseph E. Finerty of Lazerwitz-Finerty Corp., Gary, Indiana. "Yet it opens over 300 square feet of garage space to *extra use* as play, work, and storage space. And it helps us save on land with homes designed to make better use of long, narrow lots."

"The extra door lets in light and ventilation, so the garage can be used as a family room, breezeway, or workshop," Mr. Lazerwitz adds.

"Even when it's not fixed up, buyers are enthusiastic," says Mr. Finerty. "Most buyers like the idea so much, they prefer models with a 'Convertible-Garage-Room' to those offering other features for the same price. We expect to use the idea in at least 200 homes in a 770-home subdivision we're now developing."

*As of July 25, 1960
†Materials and labor saved in the back wall make up much of the cost of the extra door.

"Convertible-Garage-Room" permits attached garage on narrow lots, helps gain more lots from same frontage. Using Overhead Door Corporation's "Convertible-Garage-Room" plan, a house can be turned sideways on a minimum lot with a single, even double, attached garage along the front. As shown in this sketch of a Lazerwitz-Finerty home, the rear "OVERHEAD DOOR" makes this design practical by providing pass-through convenience to a rear patio.



Bargain multi-use space in the garage can mean more sales for you—A "Convertible-Garage-Room" can give your model homes dramatic sales appeal. And "OVERHEAD DOOR" *backs this appeal* with a guaranteed installation, sales helps galore. You'll find your distributor listed in the white pages of your phone book under "OVERHEAD DOOR." See him soon . . . or write Overhead Door Corporation, Dept. HH-9, Hartford City, Indiana

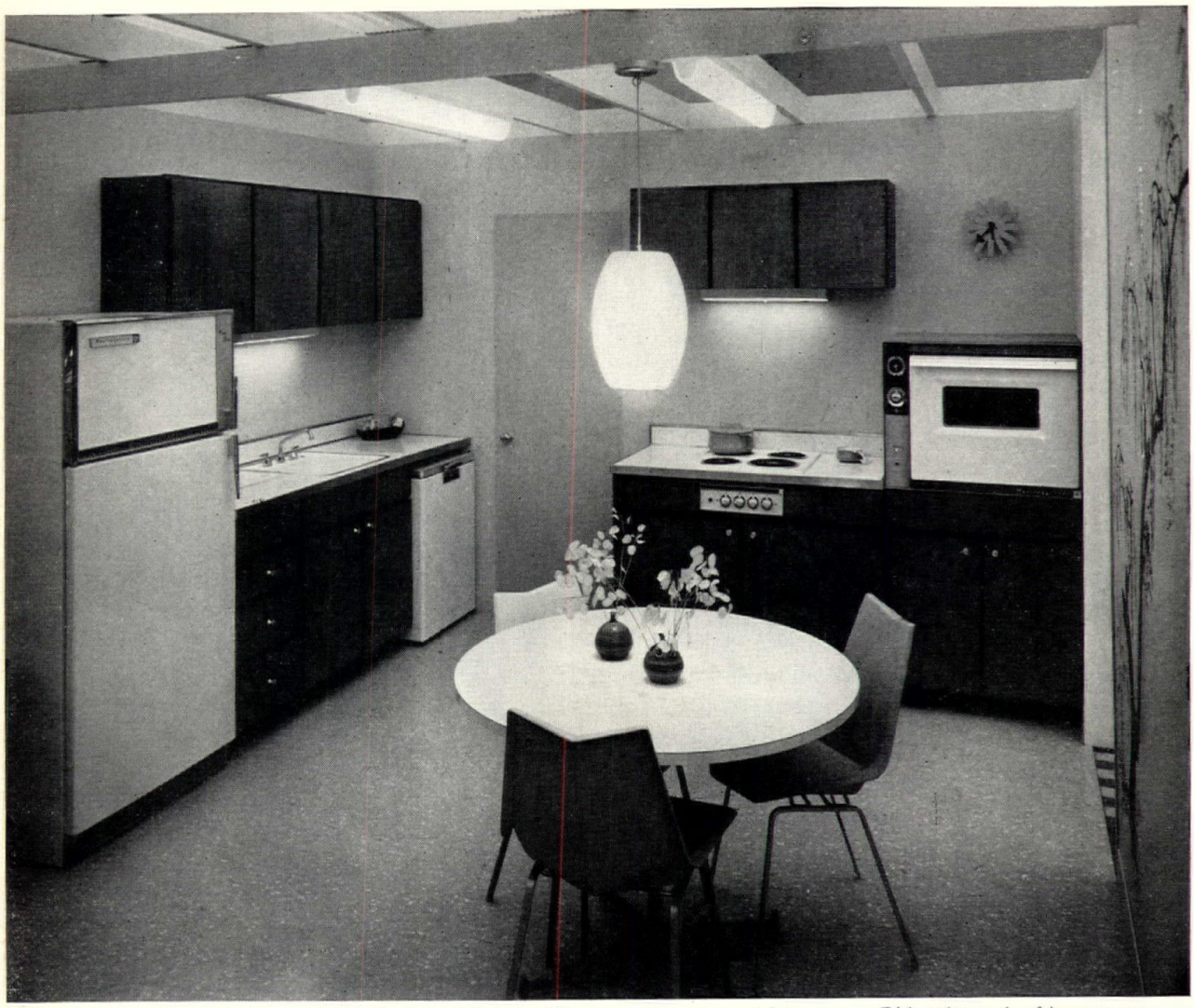
THE "OVERHEAD DOOR" TRADE MARK

the original upward-acting sectional door, made only by

OVERHEAD DOOR CORPORATION

Overhead Door Corporation, **General Office:** Hartford City, Indiana—**Manufacturing Distributors:** Cortland, N.Y.; Hillside, N.J.; Lewistown, Pa.; Nashua, N.H.—**Manufacturing Divisions:** Dallas, Tex.; Portland, Ore.—**In Canada:** Oakville, Ontario.

start on p 191



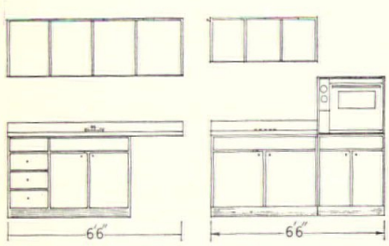
NEW COMPACT KITCHEN has maple-finish hardwood cabinets, Micarta counter, oven, and range top. Dishwasher and refrigerator are extra.

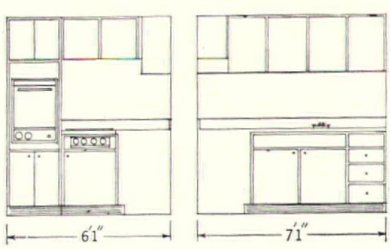
These five new kitchens sell as package units

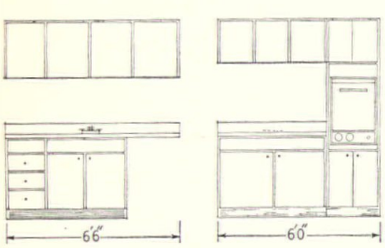
Westinghouse is reviving the prefabbed kitchen. The five shown on this page combine the company's new wood cabinet line and basic appliances. Options include choice of deluxe or standard built-in oven, or Imperial stack-on oven; standard, deluxe, or remote-control range tops; single or double-bowl sink, choice of colors in Micarta countertops and in appliance enamel. Each package can be reversed; four of five have space for dishwasher. Shelf areas: 123 to 135½ sq ft. Price: $600 up.

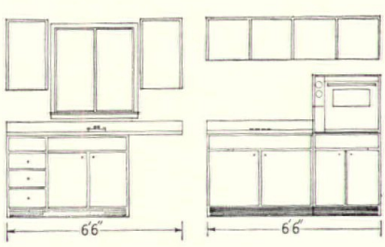
Westinghouse, Mansfield, Ohio.

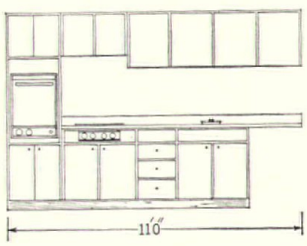
For details, check No. 4 on coupon, p 244









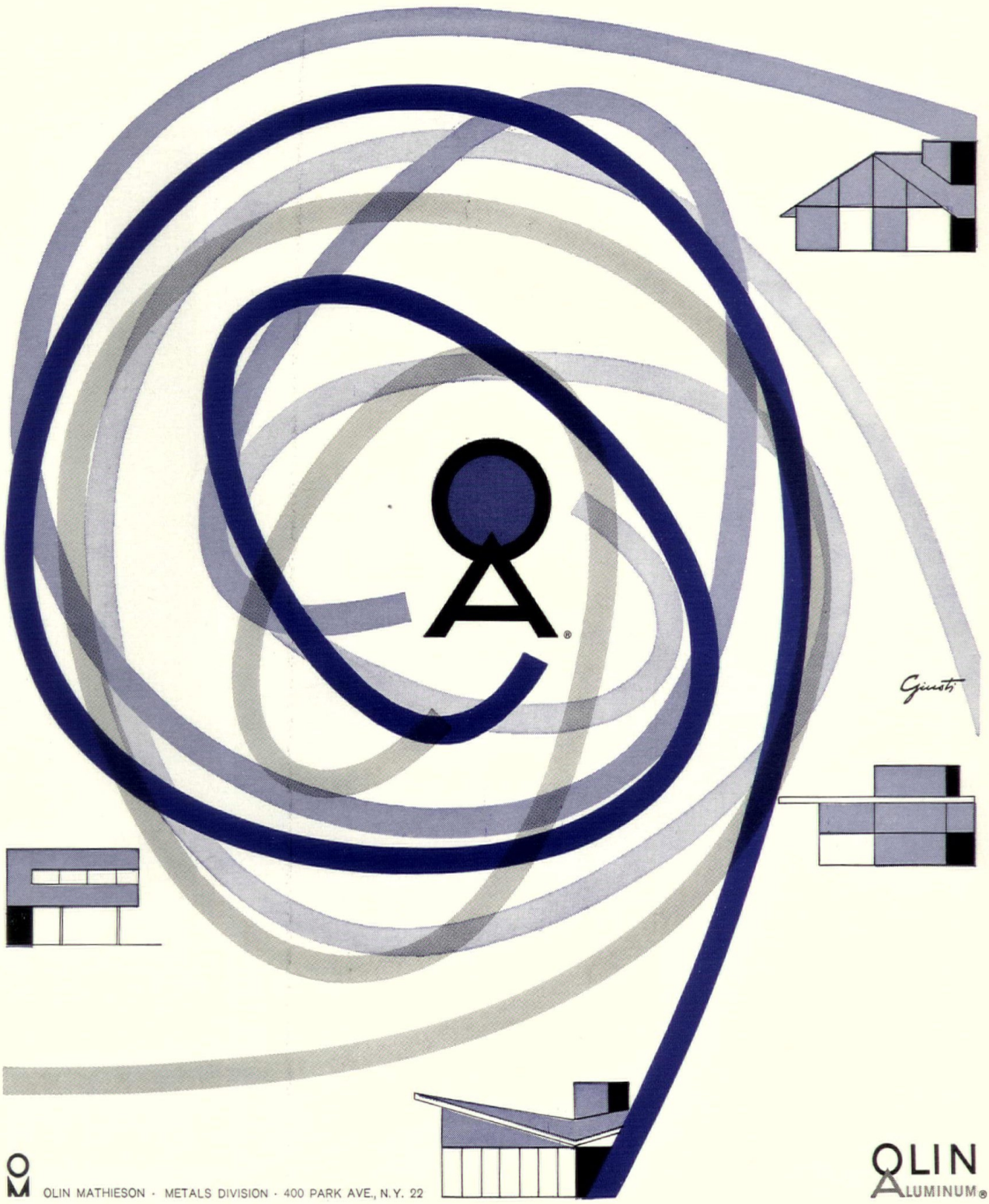


KITCHEN PACKAGES—four paired groups and one in-line—are made up from five wall-cabinet and six base-cabinet assemblies.

New Products continued on p 198

There's no pace like Home-Building

Olin Aluminum is right in step with fast-moving home builders and building product manufacturers. They like us because we go all out to meet their precise schedules. Want sales-provoking alloys and finishes for siding, flashing, railings, gutters, etc.? We tailor-make the metal and speed it out. Want extrusions that cut the time and cost of producing components? Ⓐ will help you design them . . . will make them. Looking for quality materials that cut down on job-site operations? Plenty of products fill the bill and they're made of Olin Aluminum. Call us today for a rundown on the many ways aluminum can cut your costs . . . improve your product . . . speed your sales. Your local Olin Aluminum sales office or distributor is listed in the Yellow Pages.



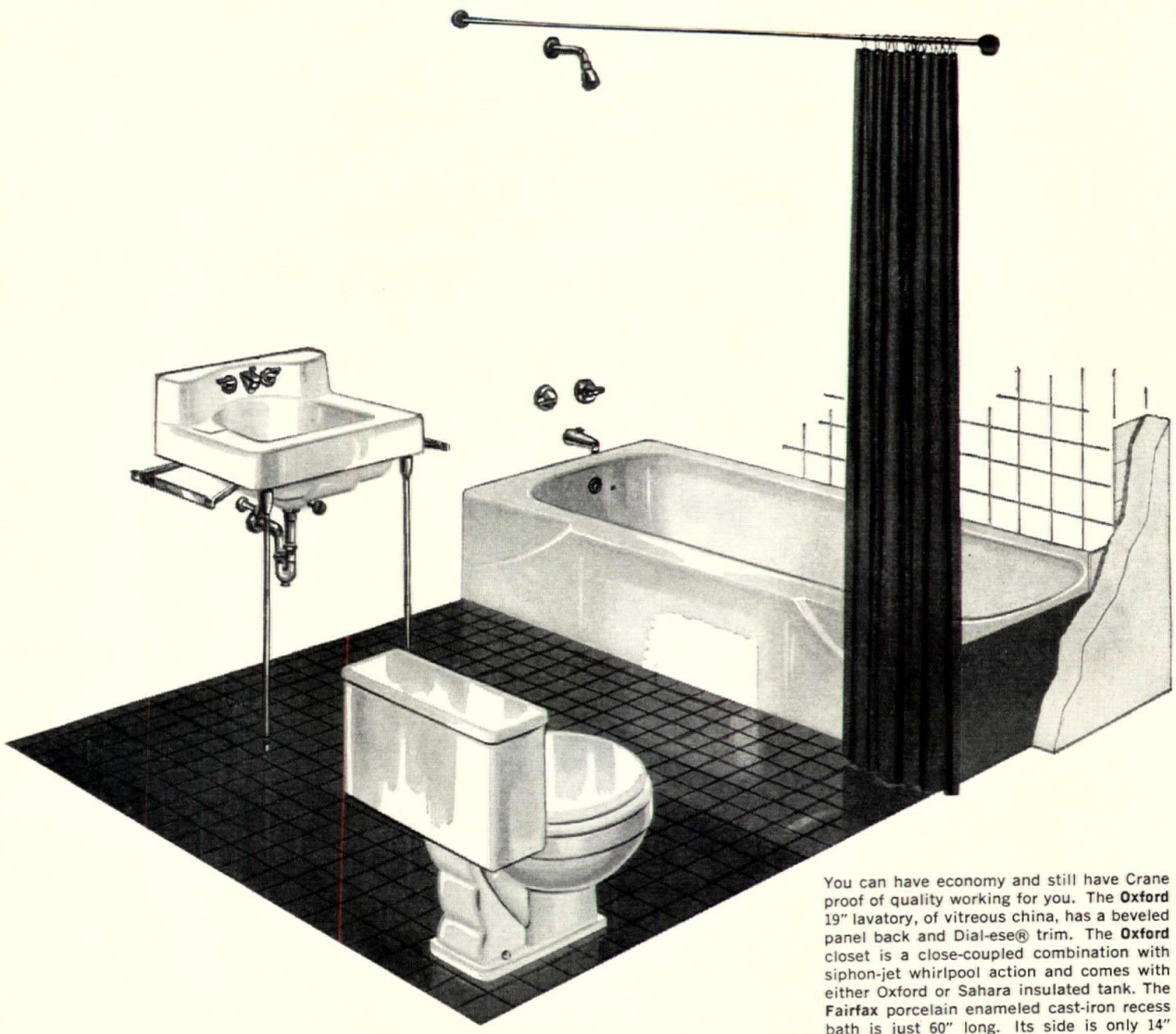
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OLIN ALUMINUM®

Crane shows you how to

add profitable **proof**

to your homes without adding to your costs



You can have economy and still have Crane proof of quality working for you. The **Oxford** 19" lavatory, of vitreous china, has a beveled panel back and Dial-ese® trim. The **Oxford** closet is a close-coupled combination with siphon-jet whirlpool action and comes with either Oxford or Sahara insulated tank. The **Fairfax** porcelain enameled cast-iron recess bath is just 60" long. Its side is only 14" high for safety and convenience. And the wide outer rim doubles as a seat. All fixtures come in seven Crane colors and white.

PLUMBING-HEATING-AIR CONDITIONING GROUP
P. O. BOX 780, JOHNSTOWN, PA.

VALVES • ELECTRONIC CONTROLS • PIPING
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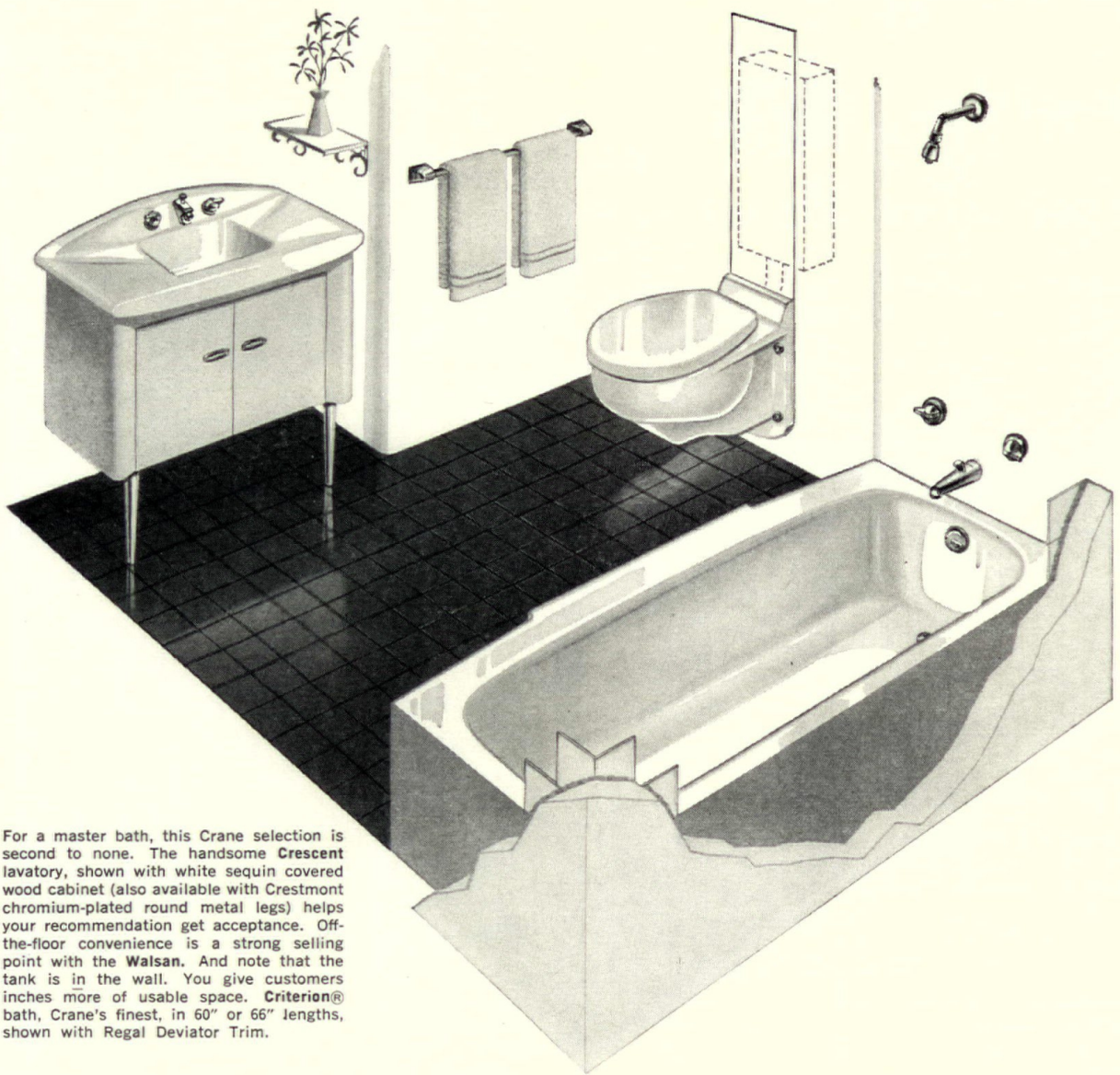
of quality

How do you impress prospects with the quality you build in homes? Best way is to talk quality the way prospects understand—with quality brands. Crane is this kind of brand. Most consumers answer "Crane" when you ask which plumbing brand is best.

Use Crane fixtures and you have proof of quality for your workmanship. And you add nothing to your costs. Crane competes right down the line with any other brand you use. And no other brand begins to match Crane for quality acceptance.

Now when many prospects are experienced buyers . . . when lending institutions go farther for provable quality—Crane *proof of quality* is a valuable asset to you. And you can have it in every home you build.

Your Plumbing Contractor can give you the Crane plumbing you want in your homes. See him for help.



For a master bath, this Crane selection is second to none. The handsome **Crescent** lavatory, shown with white sequin covered wood cabinet (also available with Crestmont chromium-plated round metal legs) helps your recommendation get acceptance. Off-the-floor convenience is a strong selling point with the **Walsan.** And note that the tank is in the wall. You give customers inches more of usable space. **Criterion®** bath, Crane's finest, in 60" or 66" lengths, shown with Regal Deviator Trim.

proof of quality—at no extra cost

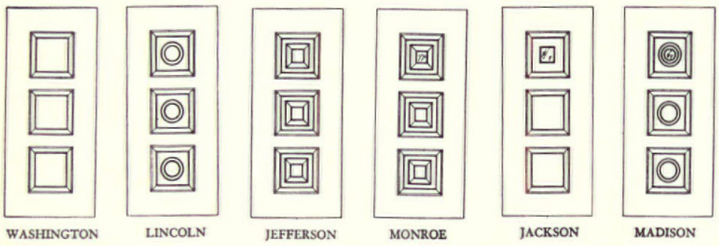


Stop traffic!

with eye-catching IDEAL

President-Line Doors

Distinctive entrances attract attention, stop traffic, help sell homes. Test the sales appeal of IDEAL President-Line Doors by using them on the next home you build. Ideal for double-door installations. Made of selected Western Ponderosa Pine. Dowel-joint construction. Choice of six handsome designs shown below. Size: 3-0 x 6-8 x 1¾". Panels are 1-1/16", raised both sides.



WASHINGTON LINCOLN JEFFERSON MONROE JACKSON MADISON

AVAILABLE IN THE FOLLOWING STATES

Texas, Oklahoma, New Mexico, Kansas, Nebraska, Missouri, Arkansas, Louisiana, Mississippi, Alabama, Georgia, South Carolina, Kentucky, Tennessee.

Send for Your free Catalog

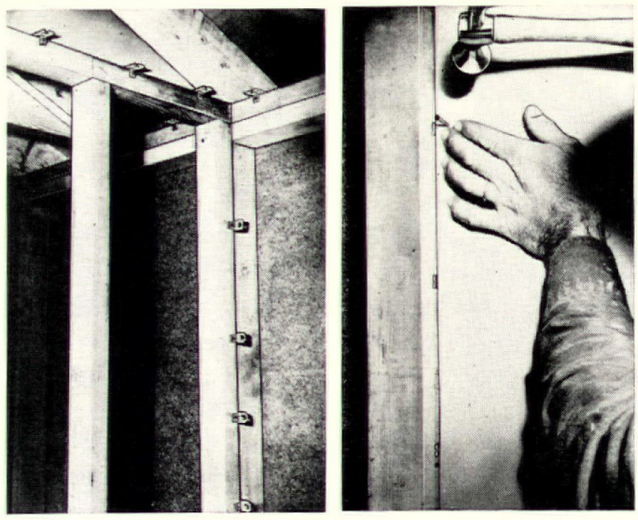
IDEAL COMPANY, BOX 889, WACO, TEXAS
Please send catalog on IDEAL Millwork to:

NAME

ADDRESS

CITY & STATE

H&H 9-60

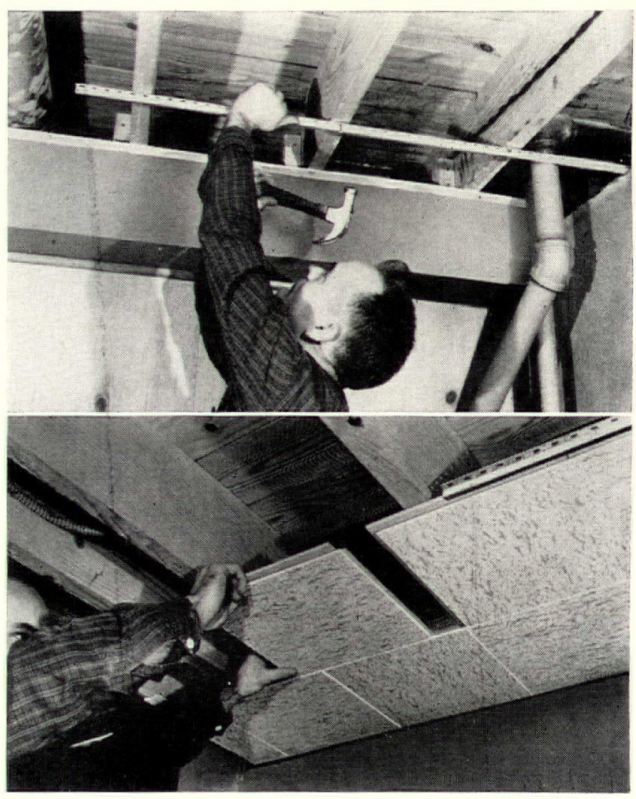


Wallboard cleats eliminate non-structural studs or nailing strips at interior corners of walls and ceilings. Cleat is nailed to framing member (left); drywall is put in place and fastened to intermediate studs; nails are driven through drywall into cleat (right) where a slot pulls them tight, anchors them in place. Claimed advantages: cuts installation time up to 75%; stronger than conventional nailing; cuts nail popping; allows for house settling. FHA accepted. Price: 5¢ each.

Sargent & Co, New Haven.

For details, check No. 5 on coupon, p 244

New clips hold drywall and tiles



Ceiling tile clip-strip, nailed or stapled directly to ceiling joists, eliminates furring strips for wood fiber tile. Tile slides easily into channel, which is hidden by tile's t&g edges. No other fastening is needed. Installer works across room, row by row, puts up full ceiling in one pass. Clip-strip gives perfect alignment, cuts headroom less than 1" (vs 1½" or more with furring). Clip-strip comes in 4' lengths, 25 to a package.

National Gypsum, Buffalo.

For details, check No. 6 on coupon, p 244

New Products continued on p 204

New floor tile discovery from Romany·Spartan...

CERAMAFLEX*

rubber-cushioned ceramic mosaics in 9″ squares



Plate No. 1099

It's flexible and resilient!

Ceramaflex, because of its unusual flexibility, adjusts automatically to minor imperfections in sub-floor. But the rubber grid which makes this possible serves other functions, too. Ceramaflex floors are quiet because they are mounted in *resilient* rubber which acts as a cushion between the ceramic mosaic tiles and the sub-floor, and they are easy on the feet. Heavy furniture and appliances will not dent the surface.

Tiles are mounted in rubber pockets!

Each of the 64 ceramic mosaics that make up one 9″ x 9″ unit is permanently bonded in a pre-formed rubber grid. Because the edges of Ceramaflex 9″ x 9″ units are beveled, they lay up so tightly that joints are unnoticeable in the finished job.

So easily installed!

Because Ceramaflex is pre-grouted, installation is simple and fast. It's ready for use the instant it's laid. Ceramaflex is installed with a special adhesive as quickly and easily as conventional resilient floor tile. It can be installed satisfactorily on or below grade as well as above grade, over proper sub-flooring. Simple, rapid installation results in application cost substantially lower than that of conventional ceramic mosaic floors.

To you, Mr. Builder, Ceramaflex can be a powerful sales tool. This labor-saving, high quality product embodies all the most-wanted qualities of ceramic tile, plus *two important additions:* floors that are both *quiet* and *easy on the feet!* This makes resilient Ceramaflex ideal for kitchen and family room as well as bath, entrance hall and utility room. You're well aware of customer preference for ceramic tile in the bath. Now—try Ceramaflex in other rooms, too, and see how promptly and enthusiastically your prospects respond.

Ceramaflex is as *new as tomorrow.* If samples and product data are not available through your tile contractor, write for Bulletin RS-228. United States Ceramic Tile Company, Dept. HH-13, Canton 2, Ohio.

**Trade Mark. Ceramaflex is the exclusive product of United States Ceramic Tile Company.*

ROMANY SPARTAN®

CERAMIC TILE

PRODUCT DATA

CONSTRUCTION. Made of Romany·Spartan unglazed 1″x 1″ceramic tiles which are securely bonded in a flexible rubber grid.

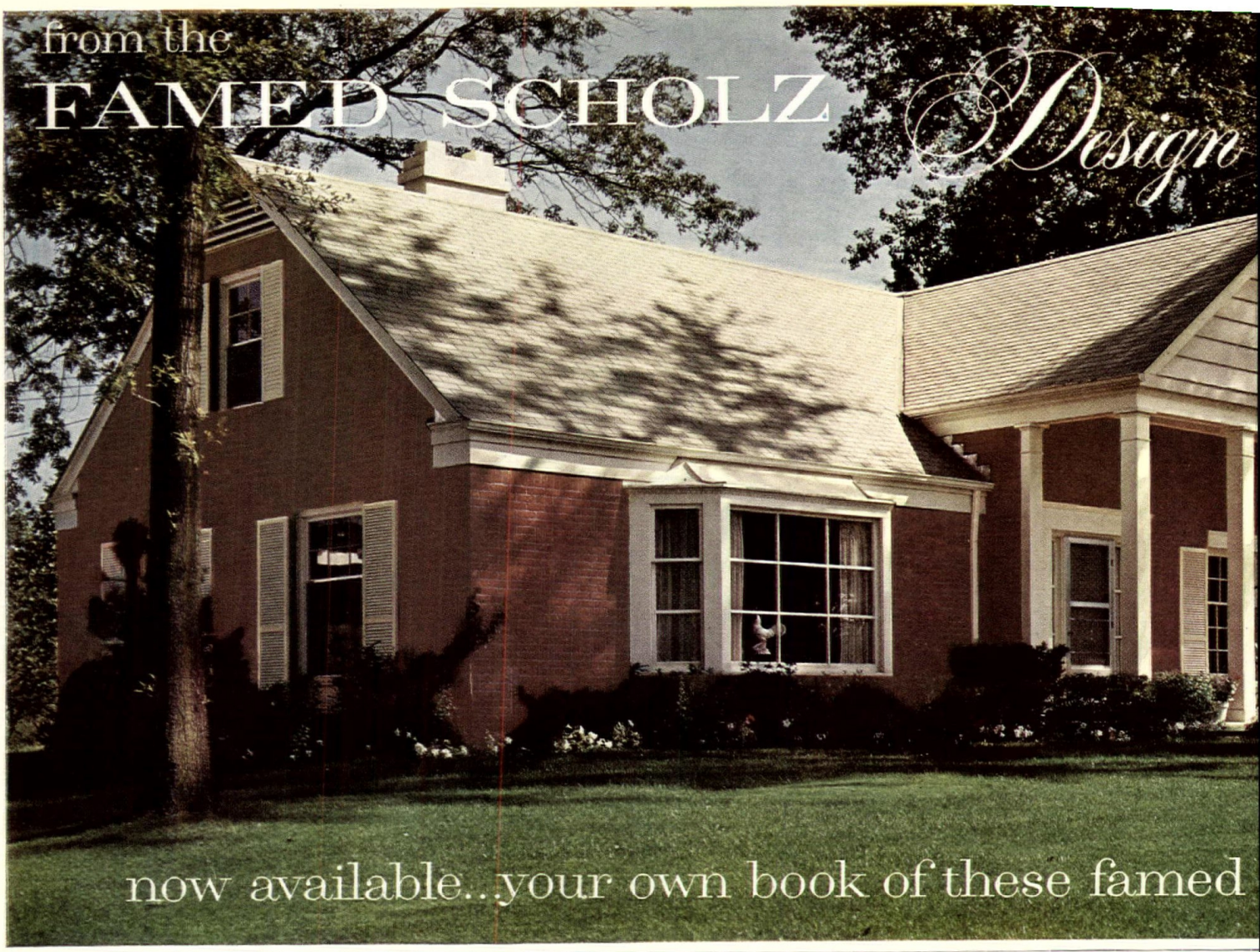
DIMENSIONS. Ceramaflex flooring units are 9″ x 9″ squares...and 7/32″ thick. Each Ceramaflex floor unit is composed of 64 ceramic mosaic tiles approximately 1″ x 1″.

FINISH. The surface of Ceramaflex is sealed at the plant with a protective coating to prevent wearing-in of dirt and grime.

COLORS. Random medley patterns in twelve handsome color combinations.

MEMBER

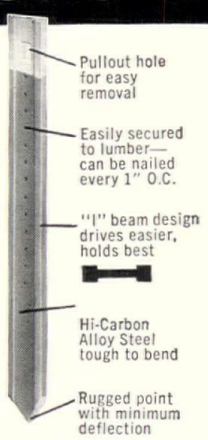
UNITED STATES CERAMIC TILE COMPANY



SYMONS Steel Stake

Can Be Reused Indefinitely

Drives easily into hard earth. Can be used for practically any type of stake work. This popular and profitable item is available in 12″, 18″, 24″, 30″, 36″ and 42″ sizes.



FREE!

Stake Puller with order of 100

Sizes can be mixed

Prices and items shown are net F.O.B. Chicago, Illinois factory and subject to change without notice.

TERMS: (Check one) Check enclosed____; if satisfactory mercantile rating or reference is furnished, net 30 days____, C.O.D. ____.

Symons CLAMP & MFG. CO.

4277 Diversey Avenue Dept. JO Chicago 39, Ill.

Please ship the following Steel Stakes:

Quantity	Size	Price Each	Total Price	Quantity	Size	Price Each	Total Price
	12″	$1.00			30″	$1.30	
	18″	1.10			36″	1.45	
	24″	1.20			42″	1.60	

PLEASE PRINT

Firm Name_____

Address_____

City_____ Zone____ State_____

By_____

SIGNATURE



New Talk-A-Phone

ALL-TRANSISTOR HOME INTERCOM-RADIO SYSTEM

Provides complete intercommunication as well as radio all thru your house.

- **Listen-in on baby, children or sick room** . . . You can keep an ear on loved ones from any room in the house, day or night.
- **Answer outside doors from any room** . . . without opening doors to strangers. Saves time . . . saves steps . . . gives you that added safety in the home
- **Talk from room to room** . . . upstairs or downstairs, talk back and forth with anyone in kitchen, bedroom, work or play room.
- **Enjoy radio in every room** . . . Your best liked radio programs follow you throughout the house with the simple flick-of-a-switch.

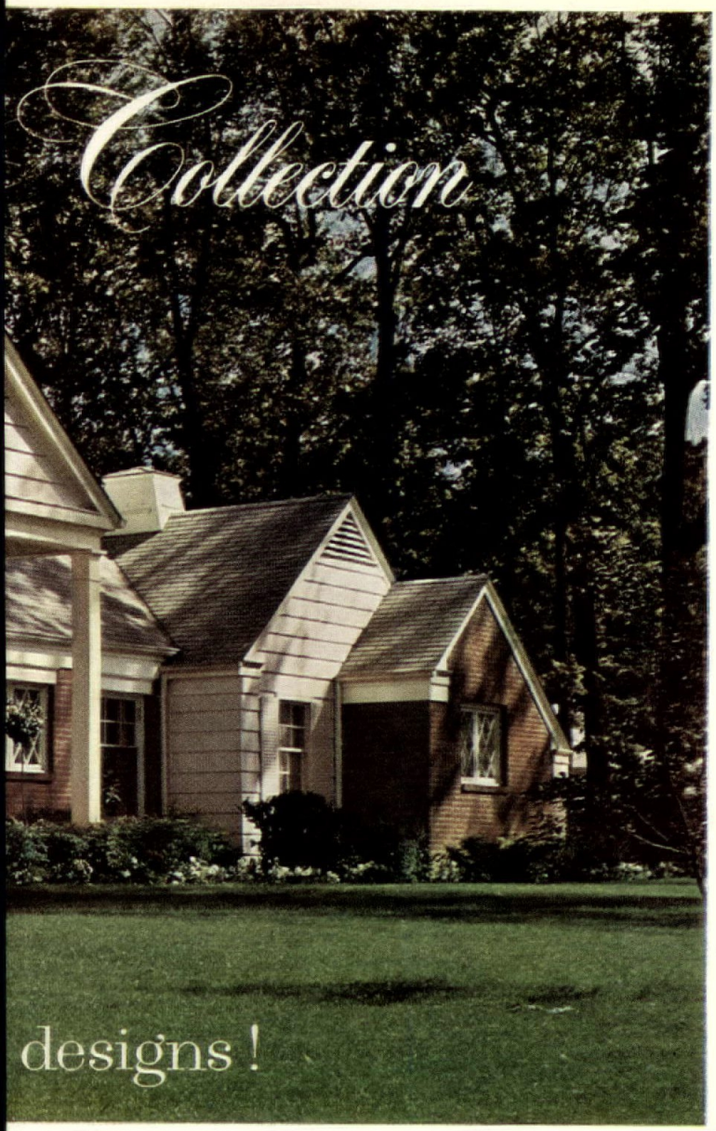
A touch of elegance—distinctively styled by Dave Chapman, internationally renowned industrial designer. Beautifully finished in richly blended tones of satin silver and polished gold. Easily installed in homes already constructed as well as in new construction.

Write today for complete information and prices

A.I.A. File Number 31-i-51

TALK-A-PHONE CO.

Dept. HH-9, 5013 N. Kedzie Ave., Chicago 25, Illinois



this is the MONTICELLO

. . . from the Famed Scholz Design Collection. Your own copy is now available.

Use of these famed designs have sold tens of thousands of homes in recent years . . . at the highest profit margins in their builders' experience . . . largely pre-sold from leads furnished by Scholz Homes in its continuous promotional programs.

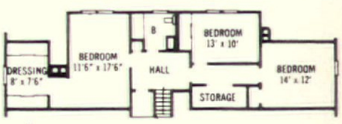
This same world renowned distinction of design, this impeccable quality and craftsmanship can build your prestige reputation as well as provide a continuous pre-sold building program at pleasantly surprising profit levels for you.

Call or write today (coupon below) on a franchise for your area.

First Floor Plan



Second Floor Plan



Please forward the 36-page, full color "Famed Scholz Design Collection".

☐ *I would also like more complete information on the Authorized Custom Builder Franchise.*

☐ *I would also like information on lower priced Scholz '60 North American Homes.*

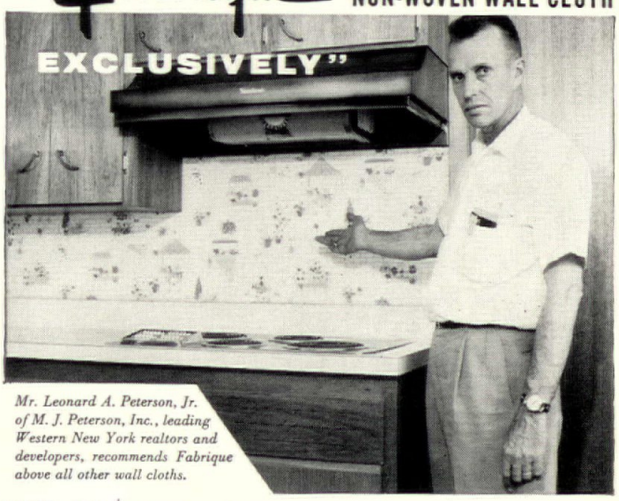
NAME _____ STREET _____

CITY _____ ZONE _____ STATE _____ PHONE _____

Mail to: SCHOLZ HOMES, Inc., P.O. Box 156, Toledo 7, Ohio *m*

"I RECOMMEND Fabrique NON-WOVEN WALL CLOTH EXCLUSIVELY"

Guaranteed by Good Housekeeping — Replacement or Refund of Money if Defective or Not as Advertised Therein



Mr. Leonard A. Peterson, Jr. of M. J. Peterson, Inc., leading Western New York realtors and developers, recommends Fabrique above all other wall cloths.

"I like Fabrique and so do my customers. In an average week we complete three new homes, and Fabrique goes into two of the three.

"The colors and patterns are beautiful — in fact, they sell themselves. We use several model house rooms to demonstrate Fabrique... to show how easily dirt and grease wash off, for example. Customers are amazed when we rub Fabrique with a coin and it leaves no mark.

"Fabrique is the one wall cloth I guarantee against air bubbles. My paperhangers prefer it for easier hanging in less time. Price? Well, I buy my materials for maximum value on minimum dollars — and I'm money ahead on Fabrique!" Write for fact sheet and sample. Address Dept. HH-9.

THE Birge COMPANY, INC.
Buffalo 1, N.Y.

STAIN... OR PAINT?

Often a new home is simply *painted* with no consideration given to *staining*. Experienced builders find it pays to know the advantages and limitations of each . . . the effect, performance, and cost on wood surfaces inside and outside the home. Cabot's Stains, for example, answered all requirements for the home shown at the right. Here's why more and more builders are specifying . . .



Architect: Pietro Belluschi, Cambridge, Mass.
Builder: Eichler Homes, Palo Alto, Cal.
Cabot's Ranch House Hues

Cabot's STAINS

- **Economical — ½ the cost of paints.**
- **Require no priming coat; are easier to apply and maintain.**
- **Need no thinning; surfaces need no scraping or sanding.**
- **Trouble-free — no cracking, blistering, or peeling.**
- **Penetrate deeply, dyeing and preserving the wood fibers.**
- **Enhance the beauty of the wood grain; leave no brush marks.**
- **Offer unique color effects in a wide color range.**
- **Grow old gracefully, may be stained or painted over later.**

For best results, the best in Stains . . .
Cabot's Oil-base or Creosote Stains.



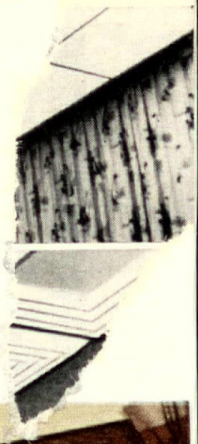
SAMUEL CABOT INC.
930 South Terminal Trust Bldg. Boston 10, Mass.
Please send brochure and color cards on Cabot's Stains.

_____

_____

_____

on p 193



Values you can see!

RIMCO "VENT" WOOD WINDOW UNITS

Hidden Values are wonderful . . . Rimco "Vent" Wood Window Units have those, too. But you and your customers also like to *see* features. Rimco has Visual Values like: accurate tight construction: full anodized aluminum weatherstripping to guard against all weather conditions; choice of three positive-action underscreen operators; self-storing screens with non-glare wire and *gold-tone* aluminum frames; insulating glass or regular glass with separate Insulating Panel.



Rimco "Vent" in combination with Rimco "View" Picture Units

Sash swing *past* horizontal for easy cleaning of the outside from the inside. Choose from a wide range of operating and fixed sizes for hundreds of combinations.

Tell your clients about Hidden Values like: Selected Ponderosa Pine protected by deep-penetrating Woodlife preservative applied by the Dri-Vac *controlled* process; accurately machined components; wood bead glazing; plus, the A.W.W.I. "Seal of Approval."

Ask your Lumber Dealer for more information on the complete Rimco line of quality Wood Window Units or write Department "B" . . .

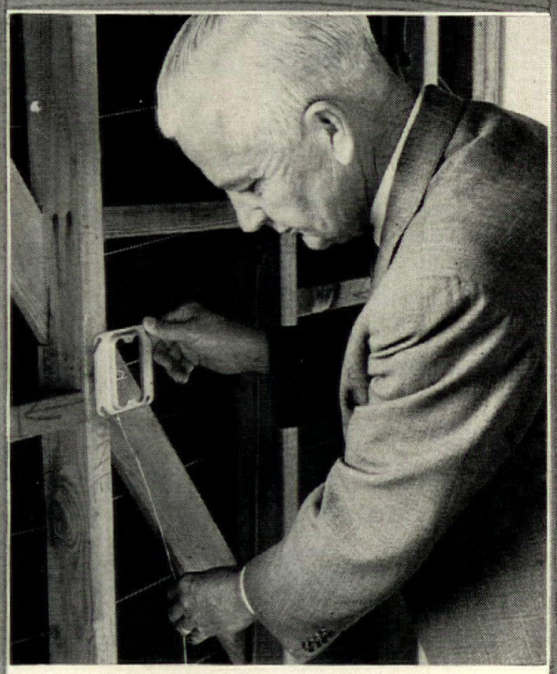
RIMCO

ROCK ISLAND MILLWORK COMPANY
FACTORY DIVISION
Rock Island, Illinois

DESIGNED AND ENGINEERED BY ROCK ISLAND MILLWORK COMPANY • HELPING BUILD AMERICA FOR OVER 90 YEARS

"Concealed telephone wiring is helping me sell homes"





Telephone man Mason Layton checks concealed telephone wiring and position for outlet in a Gardiner "Mission Ranch" home at Fremont, Calif.

SAYS EUGENE V. GARDINER
OF GARDINER CONSTRUCTION CO.,
FREMONT, CALIFORNIA

"I wouldn't think of building a home without concealed telephone wiring and convenient extra outlets," says Eugene Gardiner, head of his own construction company 35 miles southeast of San Francisco. "It's a definite built-in sales feature.

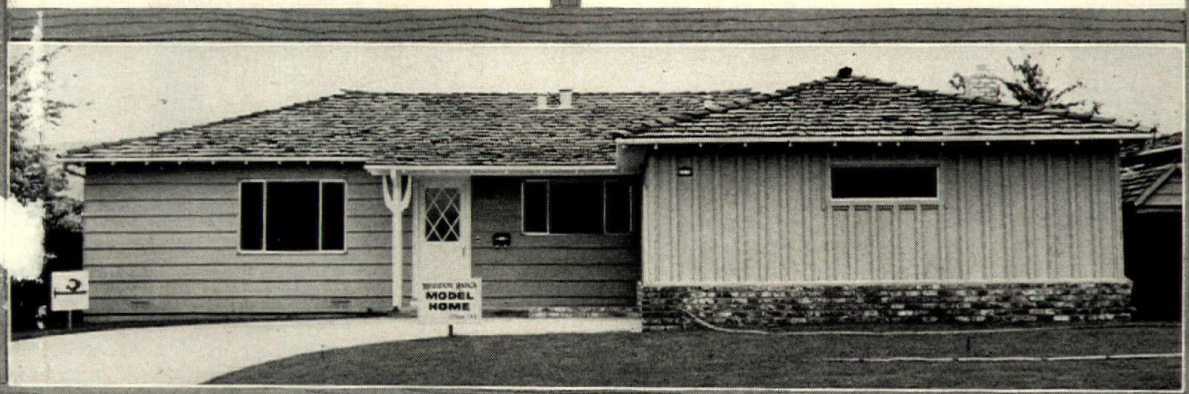
"At one time, concealed telephone wiring was considered a luxury by home buyers," says Mr. Gardiner, "but not now. People *demand* it. When they buy a modern home they expect modern accessories and conveniences... and that includes phone equipment."

Mr. Gardiner builds homes in the $20,000-to-$30,000 range. Each of his homes is equipped with telephone outlets. "We've telephone-planned our homes since 1957," says Mr. Gardiner, "and we intend to continue doing so. It's a profitable investment."

* * *

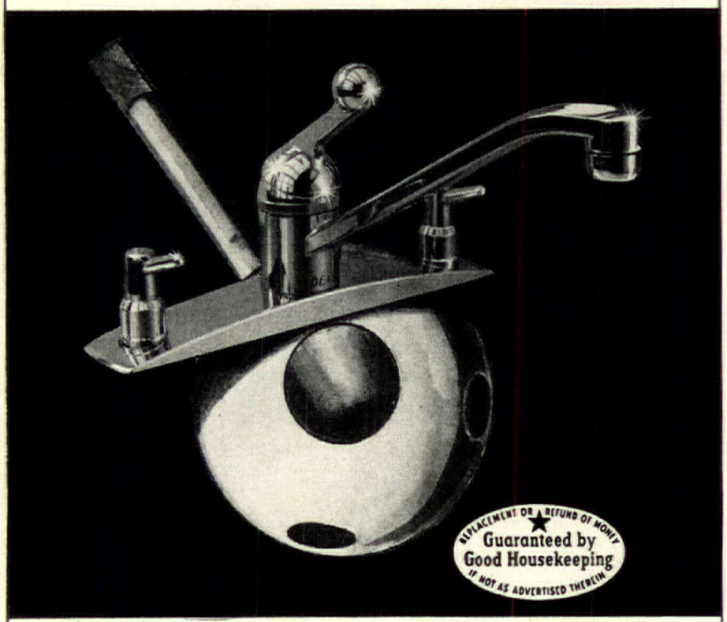
Your local Telephone Business Office will gladly help you telephone-plan your homes. For details on home telephone installations, see Sweet's Light Construction File, 11c/Be. For commercial installations, Sweet's Architectural File, 34a/Be.

BELL TELEPHONE SYSTEM

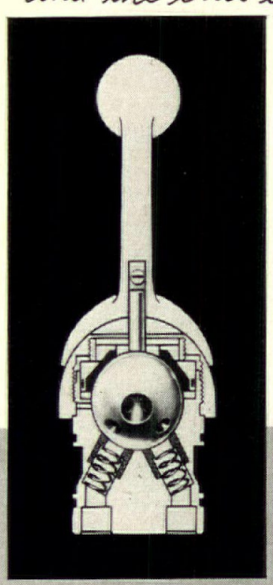


Special Note!
order DELTA faucets
on all future jobs...
they're the greatest!
Priced right too!

Delta
SINGLE-HANDLE BALL FAUCETS . . .



the faucet that's "on the ball"
and the ball is the



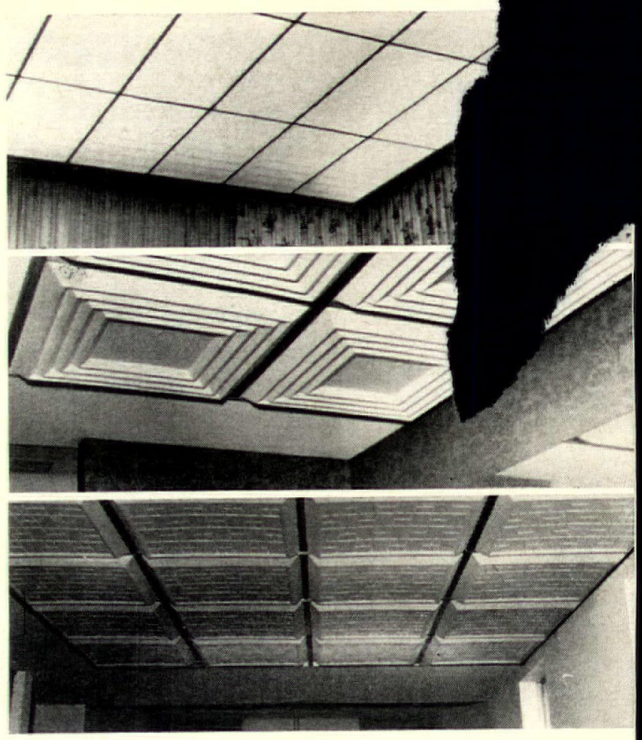
ONLY
ONE
MOVING
PART . . .

Here shown is a cut-a-way of the heart of the Delta Faucet. Note the expert simplicity in design excellence. Having only one moving part (the BALL) it is readily understandable WHY the DELTA FAUCET is considered the FINEST.

Delta
FAUCET
CORPORATION
GREENSBURG, INDIANA

In Canada: EMCO LIMITED

Literature available upon request.

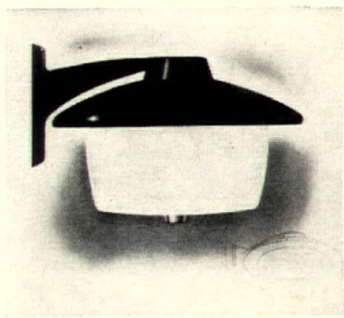


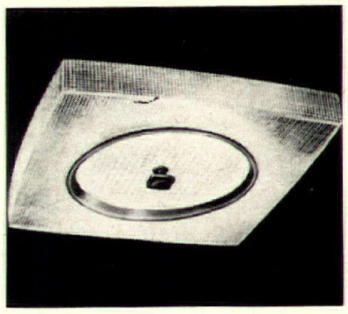
Luminous panels for suspended grid systems come in a variety of patterns and sizes. Translucent vinyl or styrene panels slip or snap into aluminum runners below either incandescent or fluorescent lamps 24″ oc. Modular panels come 1′x2′ to 2′x4′; sheets come 27″x50″, can be trimmed to needed area. Ceilings cost about $1.25 per sq ft, are claimed to go up in as little as 30 minutes.

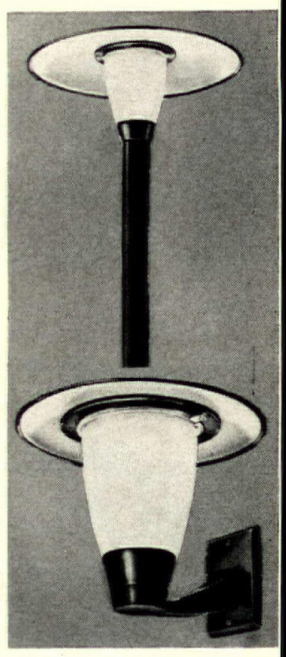
Pace Setter Products, Houston.

For details, check No. 7 on coupon, p 244

New lights come on the market







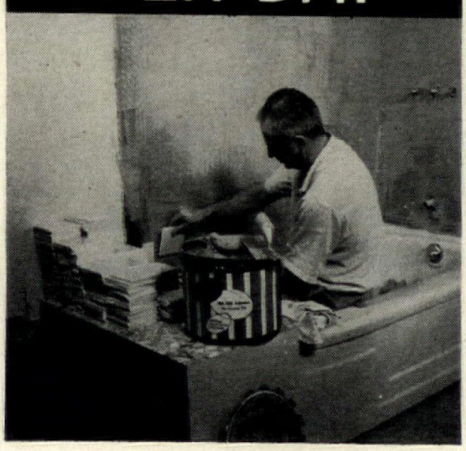
Residential luminaries are the first housing product of Holophane Co, a 60-year-old maker of commercial and industrial lighting. The line: bracket and ceiling luminaries for entries, patio, etc (top, left); semi-recessed fixture for baths, kitchens, halls, etc (bottom, left); and post-top and bracket lanterns for driveways, doorways, gardens, etc (right). All have prismatic lenses of thermally stable borosilicate glass engineered to direct light where it is needed.

Holophane Co, New York City.

For details check No. 8 on coupon, p 244

INCREDIBLE BUT TRUE!

4 BATHROOMS TILED PER MAN PER DAY



MIRACLE
CERAMIC TILE ADHESIVE

BEST FOR PRODUCTION WORK!

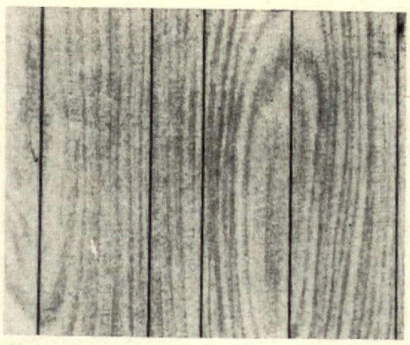
Right now in Levittown, as well as in developments all over the nation, one mechanic is installing tile in four bathrooms in just one day. Certainly it takes a special material to do the job. That's Miracle Ceramic Tile Adhesive. Truly the mechanic's mastic. Made by Miracle Adhesives Corporation, who introduced the 'thin-set' adhesive method of setting clay tile more than 20 years ago, and has been the pacemaker to progress in setting tile ever since. And, Miracle has engineered its Ceramic Tile Adhesive in accordance with the mechanic's own specifications. All over the country tile mechanics have told us what they wanted. In economy, in coverage, in long open time and in real waterproofness. All are combined in Miracle's Ceramic Tile Adhesive, finest and most economical tile adhesive in Miracle's entire 20 year history. Really long lasting, too! Try it. You'll be delighted with the way it speeds installations to achieve important savings.

CONSTRUCTION BY ADHESION

Send for latest edition of valuable, authoritative handbook "Adhesive Products for 'Thin-Set' Genuine Clay Tile." No obligation.

MIRACLE ADHESIVES CORPORATION

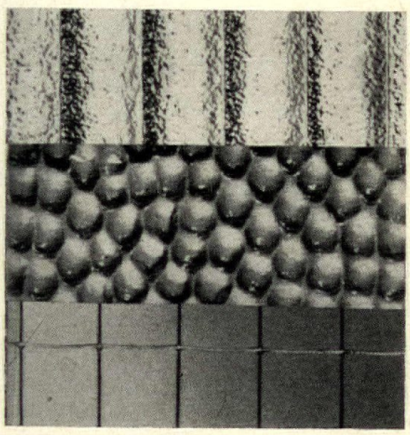
250 Pettit Avenue, Bellmore, L. I., N.Y.



Palomino Samara is the latest finish in US Plywood's line of low-cost prefinished plywood paneling. The light blond color is designed to fit contemporary styles in furniture and fabrics. The new color is the tenth in this African hardwood group. Others include four brown shades, two greys, rose, green, and blue.

US Plywood, New York City.

For details, check No. 9 on coupon, p 244



Patterned glass made by Pilkington Bros in Great Britain is being imported and sold by Libbey-Owens-Ford. New line replaces the architectural glass made for L-O-F by Blue Ridge before its acquisition by St Gobain. Patterns include more than 20 stipples, ridges, nets, waffles, and wired styles in various scales as well as three heat-absorbing styles.

Libbey-Owens-Ford, Toledo.

For details, check No. 10 on coupon, p 244

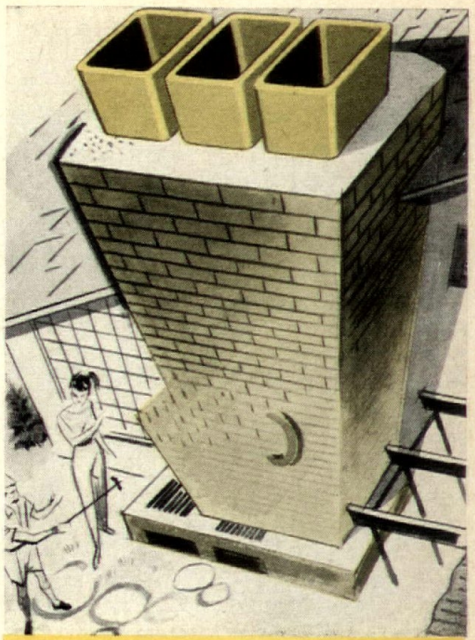


Pecan paneling is the latest prefinished plywood from Georgia-Pacific. The warm brown veneers are sliced from pecan heartwood, are triple coated with baked-on G-P "Family-proof" finish. Panels are random grooved, come 4′ wide, 7′, 8′, 9′, or 10′ long. All panels are lifetime guaranteed.

Georgia-Pacific, Portland, Ore.

For details, check No. 11 on coupon, p 244

continued on p 208



100% Fireproof CLAY FLUE LINING

best protection against dangerous chimney and flue fires

Only Clay Flue Lining is adaptable to all fuels—coal, oil, gas and wood. With Clay Flue Lining, conversion to any new heating system, no matter what fuel it burns, is safe. Multiple purpose flues of Clay Flue Lining are safe for fireplaces, grills, incinerators. Clay Flue Lining is 100% fireproof . . . won't melt under heat. Chemically inert, it's unaffected by chemicals and gases . . . does not rust, rot or corrode. Specify and install Clay Flue Lining with confidence . . . it never wears out!

Write for free fireplace folder and data-filled booklet on safe chimney construction.

CLAY FLUE LINING INSTITUTE

161 Ash Street, Akron 8, Ohio

CONTACT AN INSTITUTE MEMBER WHEN YOU WANT THE BEST

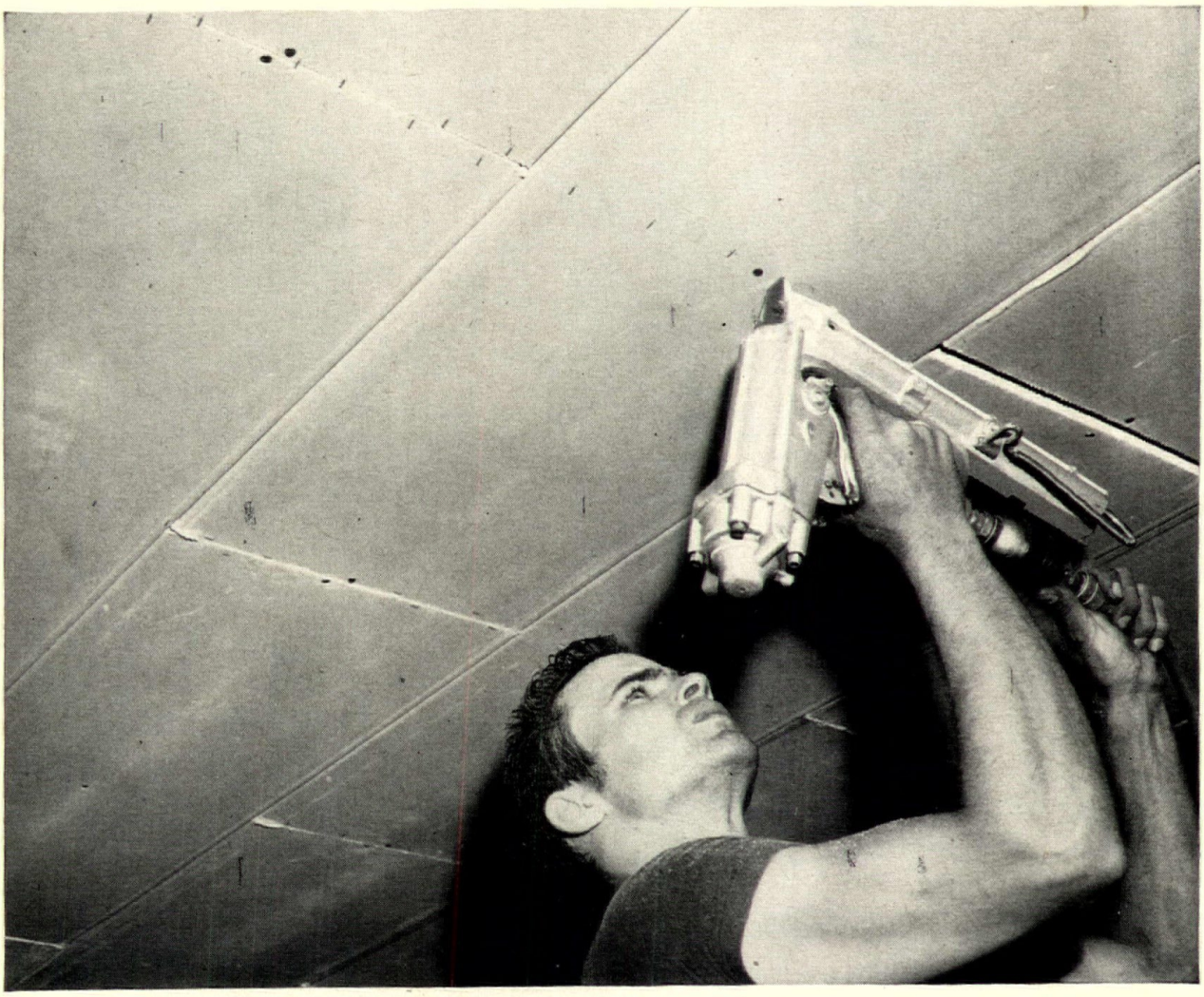
Alliance Clay Product Co. . . . . Mifflinville, Pa.
American Vitrified Products Co. . . . . Cleveland, Ohio
Clayburn-Harbison, Ltd. . . . . Abbotsford, B. C., Canada
Dee Clay Products Co., Inc. . . . . Bloomingdale, Ind.
The Evans Brick Co. . . . . Uhrichsville, Ohio
Grand Ledge Clay Product Co. . . . . Grand Ledge, Mich.
The Kopp Clay Co. . . . . Malvern, Ohio
Larson Clay Pipe Co. . . . . Detroit, Mich.
Malvern Flue Lining, Inc. . . . . Malvern, Ohio
Medicine Hat Brick & Tile Co. . . . . Medicine Hat, Alb., Canada
Mill Hall Clay Products, Inc. . . . . Mill Hall, Pa.
Natco Corp. . . . . New York, N. Y.
National Sewer Pipe, Ltd. . . . . Oakville, Ont., Can.
Owensboro Sewer Pipe Co. . . . . Owensboro, Ky.
Peerless Clay Corp. . . . . Toronto, Ohio
The Philadelphia Brick Co. . . . . Sharon Hill, Pa.
Thos. Somerville Co. . . . . Washington, D. C.
Straitsville Brick Co. . . . . New Straitsville, Ohio
Western Clay Products, Ltd. . . . . Regina, Saskatchewan, Canada
Worthington Ceramics . . . . . Worthington, Pa.

Plants and branches strategically located to serve the nation.

YOU CAN TRUST THIS — CLAY FLUE LINING Institute — MARK OF QUALITY

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FL-1159-75



ONE R SPOTSTAPLER

nails lath faster than 5 men can cut and fit!

NEW GUN OFFERS 8 ADVANTAGES OVER ANY OTHER METHODS OF APPLYLING LATH

The R eliminates hours wasted on tedious hand nailing. Ends slow downs caused by worker fatigue. Permits you to compete with other wall surfaces by cutting applied cost of plaster.

The R is the only lathing tool which snugs the fastener exactly right every time even when hitting a hard or soft spot in the stud. Won't over drive perforating paper and permitting pull-through. Eliminates underdrive which lets the lath flex cracking the plaster. Spotnails uniform drive is essential for consistent quality in plastering. No other staple gun, no hand nailer can match the consistent drive of the **R**.

The R is up to ⅓ lighter than any other gun. Permits faster, easier movement, minimizes fatigue.

The R uses up to 50% less air. You cut costs by using a smaller, less expensive compressor, or operate more tools on the same compressor.

The R has exclusive self-cleaning action with twin jets of air that keep gypsum dust out of the gun. Minimizes abrasion, wear, jamming, sticking. Your guns operate faster, longer with less down time.

The R holds up to 50% more staples. Saves loading time, speeds the work.

The R drives up to 200 staples per minute. Compare this with hand nailing or any other tool and figure your savings.

The R can be used for many other nailing jobs on the jobsite and in the shop.

Your local Spotnails man will show how the **R** can increase your profits the first day you use it.

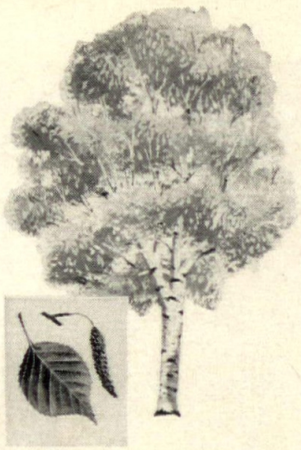
WIRE, PHONE or WRITE TODAY

SPOTNAILS, INC.

UNiversity 4-2711

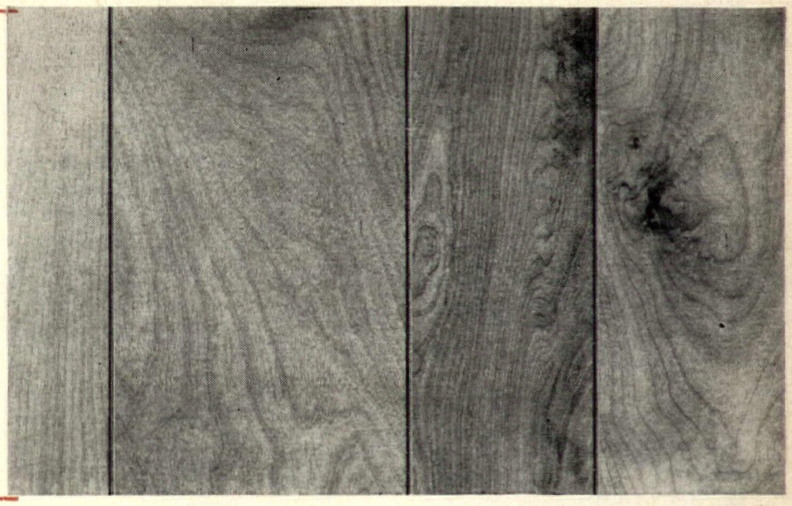
1527 Lyons St., Evanston 11, Illinois

Offices In Principal Cities



BIRCH

The graceful and airy birch is a strong wood with grain varying from quiet to the well-loved "curly". One of the principal furniture woods of the United States, birch has a natural lustre which gives it a soft satiny sheen ideal for paneling.





WALNUT

Among the handsomest of all trees is the walnut. Since the days of the Renaissance, walnut has been a reigning wood for fine furniture, cabinet work, and interior finishing. Walnut needs no ornate design to bring out its beauty; the grain of the rich wood is beauty itself.





CHERRY

Some of the loveliest pieces of antique furniture are made of cherry. Time only improves its rich, amber color and silky lustre. The principal uses of the beautiful and highly prized cherry are for furniture and luxurious interior finishing.



Choose genuine wood paneling by BRUCE PLYWELSH

A three-way moneymaker for you is PlyWelsh genuine wood paneling.

Prospects for your new homes will get an immediate impression of over-all quality when they see walls of PlyWelsh paneling. Its lustrous beauty adds elegance and distinction to any style home, from contemporary to colonial.

PlyWelsh paneling costs far less than you might think (less, even, than some wood imitations).

Prefinished and ready to install, PlyWelsh paneling saves in labor costs. PlyWelsh moldings, panel stretchers, and putty sticks, color-matched to paneling woods, make every installation job fast, easy and attractive.

PlyWelsh comes in *ten* woods . . . all finished and waxed by a patented Bruce process that assures lasting beauty and durability. No refinishing is needed, ever—your home buyers will like that.



The finish won't chip off!

WELSH PLYWOOD CORPORATION, 1682 N. HOLLYWOOD, MEMPHIS, TENN., Subsidiary of E. L. Bruce Co.



CUT YOUR VENTILATION COSTS

improve ventilation . . .
add beauty . . .

with *Vent-a-Ridge**



Fits any type of pitch roof construction!

Increased Ventilating Capacity . . . its 18 sq. inches of net free area per lineal foot increases air circulation and cuts attic temperature. **Heat and moisture rise. Vent-A-Ridge provides a natural escape route.**

Greater Weather Protection . . . exclusive, (Pat. Pend.) ⅛" reversed louvers on the under side of Vent-A-Ridge provide excellent protection from rain and snow. Tested under hurricane conditions, Vent-A-Ridge minimized rain infiltration.

Economy In Construction . . . Vent-A-Ridge eliminates cutting and framing openings, and ridge shingles. Reduces labor, installs in minutes. Simply leave 1½" air gap at the ridge and cover with Vent-A-Ridge.

HC Aluminum Vent-A-Ridge . . . is available in 8', 9' and 10' lengths and can be compounded to any length to provide the maximum amount of free ventilating area for any attic space.

FIGURE YOUR OWN COST SAVINGS...
to properly ventilate a 30' x 40' house

with LOUVERS

1. 576 inches of net free area is required.
2. On a 4-12 pitch, two 8 foot base triangular Louvers would be required.
3. Cost **$21.00**

with *Vent-a-Ridge*

1. Forty feet of Vent-A-Ridge provide 720 inches of net free area
2. Cost **$19.80**

Put in your own figures

YOU SAVE

Material Cost ... **$1.20**
Ridge Shingles ... _____
Framing Gable ends for louvers.. _____
Total Savings .... _____

* All computations based on Dealer prices - slight variation by area. Ventilating requirements figured in accordance with FHA property standards and Metal Ventilating Institute recommendations.

clip and mail TODAY!

Quality Materials for Builders

hc products co.

Princeville, Illinois

*Trademark of Home Comfort Mfg. Co.

hc products co. HV-301

Princeville, Illinois

Please rush me literature on VENTA*A*RIDGE

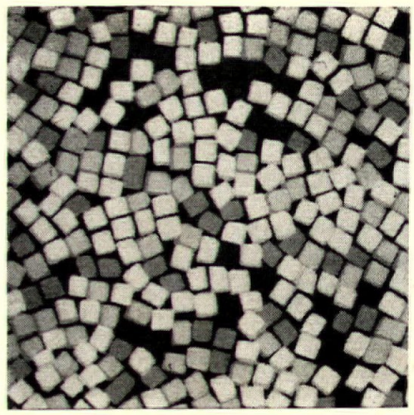
Name _____

Street _____

City _____ State _____

New products

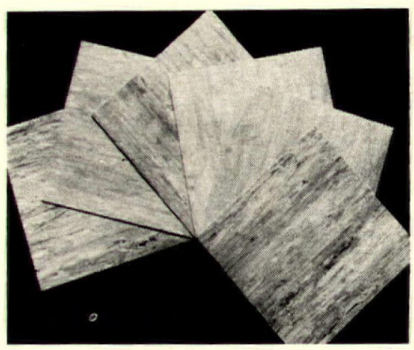
start on p 193



Amtico vinyl tile is now made in a mosaic chip pattern in nine color ranges—grey, dark beige, light beige, coral, wheat gold, white and gold, green, blue, and beige multicolor. New pattern, called Sierra, comes in 9"x9" tile, will retail for under 40¢ per sq ft.

American Biltrite Rubber, Trenton.

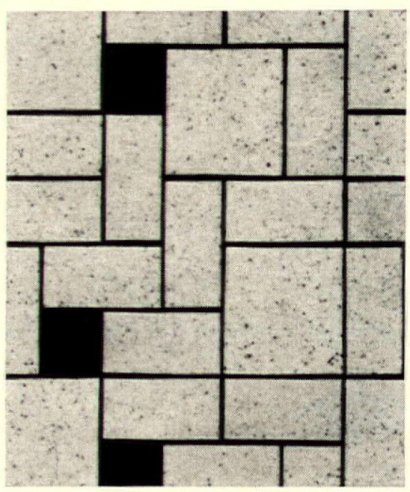
For details, check No. 12 on coupon, p 244



New solid vinyl tile from Kentile has the look of old marble. Colors are soft pastels, white, and six neutral tones: pink, yellow, beige, grey, aqua, and green. Antique Marble comes in .080" and ⅛" thickness, 9"x9" and 12"x12" tiles.

Kentile, Brooklyn.

For details, check No. 13 on coupon, p 244



Random floor tile is made up of assorted unglazed rectangular and square ceramic tile, back-mounted on 2'x1' sheets. Glazed buckshot (not shown) is a Vico wall tile also Perfo-mesh backed on 2'x1' sheets. Both types are cushion-edged, frostproof, for use indoors or out.

Amsterdam Corp, New York City.

For details, check No. 14 on coupon, p 244

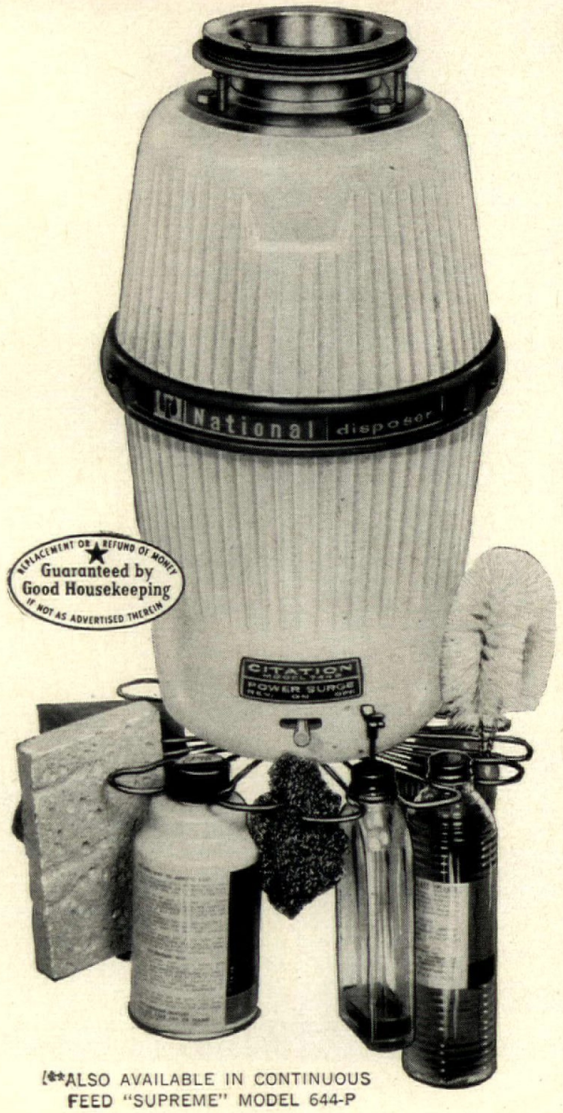
continued on p 211

For more disposer sales

COMPARE

National Disposer's Citation®

with any disposer at any price!



[*]ALSO AVAILABLE IN CONTINUOUS FEED "SUPREME" MODEL 644-P

NEW POWER—½ H.P. Capacitor start motor—even more powerful than some restaurant disposers—power to grind all food waste, even bones—quickly and efficiently!

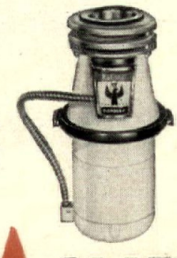
NEW QUIET—Triple Sound Barrier Acusti-Shell effectively deadens operating noise—grinding many foods is quieter than the water running in the sink. (And don't overlook the clean, modern styling.)

NEW CONVENIENCE—National's new, new Lazy Susan holder for bottles, brushes, sponges, etc. keeps your under-sink area clean and clutter-free.

CONVENIENT Lok-Top Cover Control permits free-flow loading—no rubber splash guard to "push" food through. Three position cover controls "Grind", "Drain" and "Seal", SAFER TOO—your Citation will operate ONLY with cover locked in "Grind" position!

EFFICIENT Power Surge Reversing—the most effective method for clearing a jam. A flick of the switch enables you to reverse the direction of the flywheel under full motor power—you can "rock" a jam free in a second.

You sell—and install—National Disposers with confidence. National Disposers are truly "the most important appliance in the most important room in your home"!



304AC CUSTOM



244B SUPER

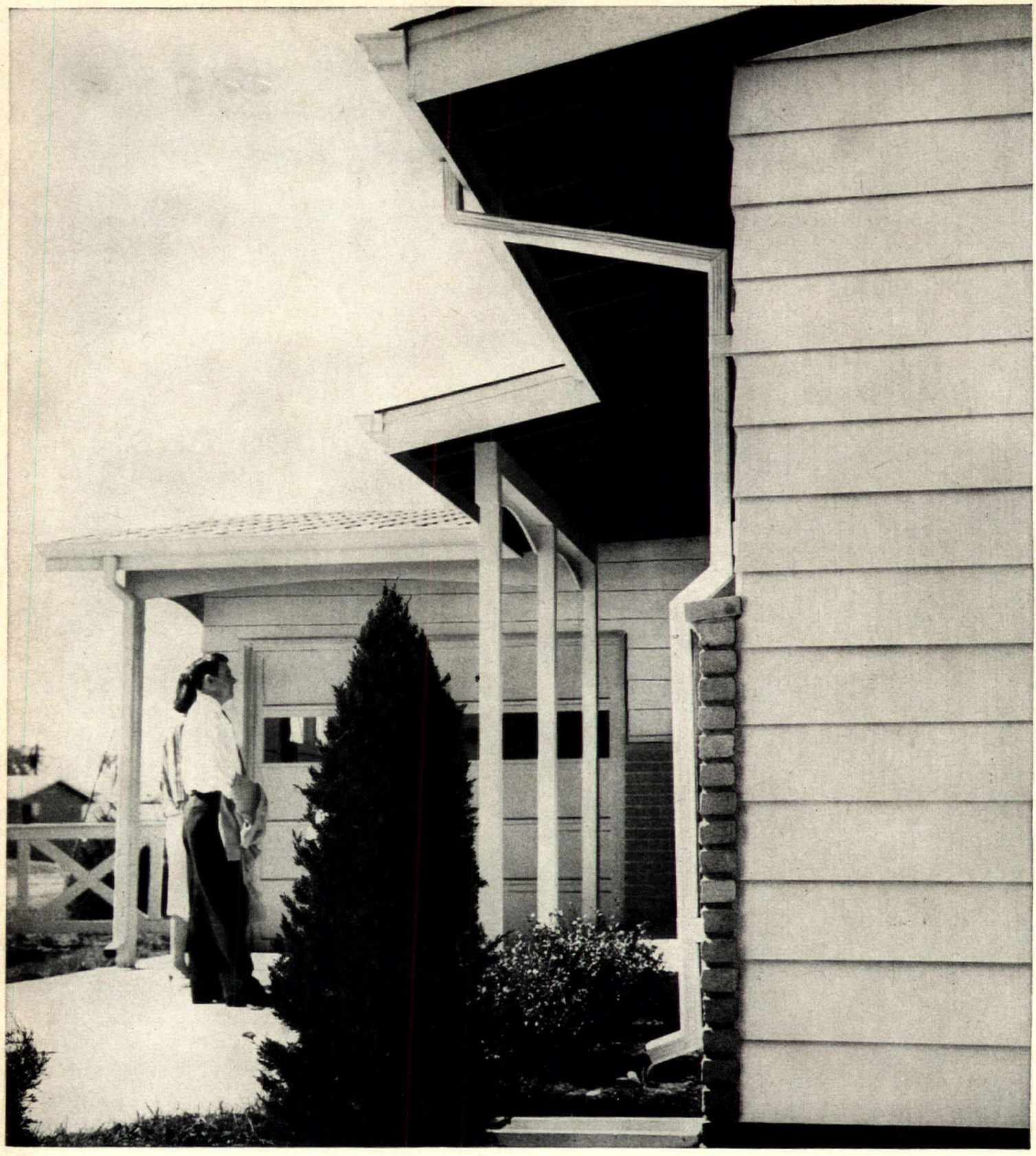


124B SPRITE

For detailed information about the NEW National Disposers write Dept. 869

NATIONAL® DISPOSER

A PRODUCT OF PLUMBING EQUIPMENT DIVISION
NATIONAL RUBBER MACHINERY CO. • 920 LAFAYETTE ROAD • MEDINA, OHIO



RUBEROID gives you quality where it will be seen!



CHARLES F. VATTEROTT, JR., St.Ann, Missouri: "I've found that the right siding and roofing are vital to the sales appeal of any house, regardless of size or style. They're the first things a home buyer sees when he comes up to a house and the last things he sees as he leaves. I always specify RUBEROID products because they make a fine impression at these two important times. To any home buyer they say quality loud and clear. Yet the cost is low. No doubt about it—RUBEROID helps us build new homes and new sales."

RUBEROID®

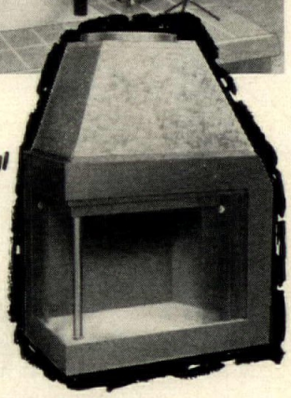
500 FIFTH AVENUE • NEW YORK 36, N.Y.

MORE FIREPLACE MAGIC

By Majestic



the "Harthside"



NEW

ALL-METAL CORNER FIREPLACE

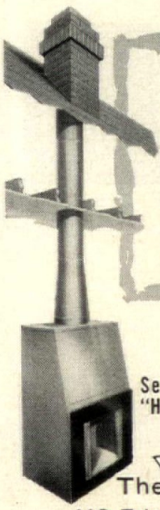
Complete, factory-built unit

No mortar or masonry needed

For a wide variety of installations

Left or right-end opening

A GENUINE WOOD-BURNING MAJESTIC THULMAN FIREPLACE for living room, den, playroom or other location in project or custom home. Ideal in any "L" location or at the end of a dividing wall. Can be finished with any style mantel or trim. Light in weight, needs no heavy footers or other unusual supports. Completely safe, even butted directly against wood, because all clearances are built in. Tested and labeled by Underwriters Laboratories.



SAVES TIME AND MONEY for builder and home buyer alike. An excellent remodeling feature. Attaches to Majestic Thulman all-metal chimney like the standard front-opening model shown at left. Attractive brick-like chimney top housings in red, tan, or off-white.

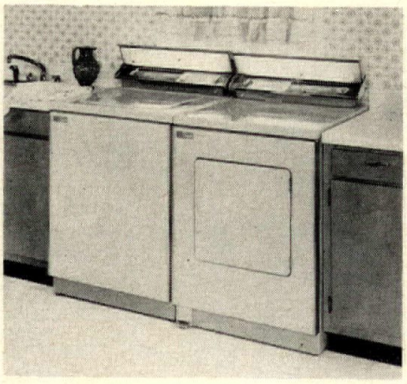
Send now for details on Majestic "Harthline" fireplaces and chimneys.

The Majestic Co., Inc.

416 Erie Street Huntington, Indiana

New products

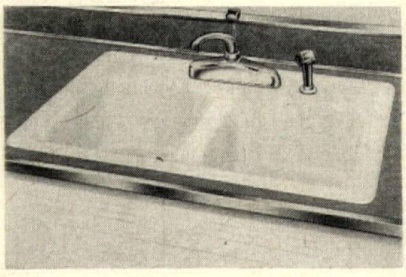
start on p 193



New Frigidaire laundry line includes 20 appliances—eight washers, seven electric and five gas dryers. Former custom features—dispensers, wash & wear cycles, soak cycles—are now standard across the board. One new no-vent dryer needs no plumbing or venting. Controls are concealed by a fold-down fluorescent lamp when not in use.

Frigidaire, Dayton.

For details, check No. 15 on coupon, p 244



New self-rim sink is the first porcelain enamel kitchen sink to offer drop-in installation. New sink should also be cheaper to buy, easier to store, handle, and deliver. Line starts with a 33″x22″ double-bowl and a 25″x22″ single bowl model to fit cut-outs for standard 32″x21″ and 24″x21″ models.

Federal Enameling & Stamping Co. Pittsburgh.

For details, check No. 16 on coupon, p 244



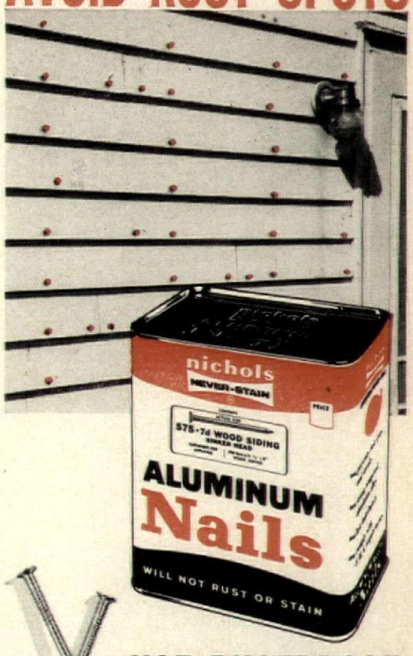
Laundry built-in is a mirror-door cabinet that holds ironing board, sleeve board, timed electric outlet, extra convenience outlet. Control panel also has pilot light and reset circuit breaker. Steel cabinet is fireproof; silicone-aluminum pads are heat-resistant. Early production models list at $109.50.

Cadiz Electric Corp, Chicago.

For details, check No. 17 on coupon, p 244

continued on p 214

AVOID RUST SPOTS



USE RUSTPROOF nichols ALUMINUM Nails

- ECONOMICAL — no countersinking or puttying required
- STRONG — easy to drive — comply with F.H.A. requirements.

A type and size for USE where insurance against rust spots is desired.

ALUMINUM building corners



A complete line—all types and sizes. New straightline design. Packed in convenient job-size boxes.

ROLL VALLEY • FLASHING • TERMITE SHIELD

NICHOLS WIRE & ALUMINUM CO.

DAVENPORT, IOWA



Cut on-site floor labor 40% to 50%

Eliminate floor sanding and finishing tc free yourself from a big headache in home construction and to save on-site labor costs. When you use Bruce PREfinished Floors there's no waiting for sanding, no tie-ups while finishes dry, no interrupting other work. Bruce PREfinished Flooring is easy to lay (just like plain strip) and the beauty and durability of the factory-applied finish are far superior to on-the-job finishes.

Surveys show home buyers prefer Bruce Flooring by a wide margin over all other brands. This results from dependable quality and consistent advertising in leading national magazines. Builders find it pays to feature Bruce PREfinished Oak Floors in their homes. See the Bruce Floor section in Sweet's. E. L. BRUCE CO., 1664 Thomas Street, Memphis 2, Tenn.

Bruce PRE-finished Floors

BRUCE

Used in nearly a million homes

don't let termites eat up your reputation!



PROTECT NEW CONSTRUCTION WITH CHLORDANE SOIL PRE-TREATMENT

THE TERMITE APPETITE—Termites do 100 million dollars worth of damage to homes every year. There are termites in every state, and every type of construction is vulnerable to attack. No matter where or how well you build, termites can undermine your reputation for quality homes. They can ruin a prize housing project in just a few years time.

ONLY SOIL TREATMENT KILLS TERMITES—The termite problem has been recognized in the new FHA Minimum Property Standards, which specify several different methods of protecting new housing. Of these methods, only chemical soil treatment, or "pre-treatment" actually kills termites. Other methods merely deter them, temporarily. Pre-treatment forms an impervious chemical barrier in the soil that kills termites year after year.

CHLORDANE BEST—Chlordane insecticide is preferred for pre-treatment because it has a longer record of residual effectiveness and safety than any other recommended insecticide. Applications of Chlordane made fourteen years ago are still 100% effective today. Chlordane is also economical, and easier to apply.

ADDED SALES APPEAL—Pre-treatment usually costs less than 1% of a home's price, but adds substantially to the value. Your pest control operator has special materials that will help you promote it as a selling feature.

CONSULT A PEST CONTROL OPERATOR—A professional pest control operator can give you a complete, trouble-free, packaged pre-treatment service. He will coordinate Chlordane application with your building schedule, and save you time and money. Call one of the Pest Control Operators in your area today for complete information!

ONLY CHLORDANE IS

1 **ALKALI STABLE . . .**
remains effective in alkaline soils

2 **NON-CRYSTALLINE . . .**
combines with every particle of soil

CHLORDANE
. . . for lasting termite control!



SEE THIS PRE-TREATMENT FILM

New Chlordane color-sound film shows pre-treatment at world's largest single unit housing development. Available free for 14 day loan period.

MAIL THIS COUPON TODAY FOR INFORMATIVE PRE-TREATMENT BROCHURE!

VELSICOL CHEMICAL CORPORATION
330 East Grand Ave., Chicago 11, Ill. HH-90

International representative: Velsicol International Corp., C.A., P.O. Box 1687, Nassau, Bahamas, B.W.I.

☐ Please send me your termite brochure for builders and architects, 501-26.

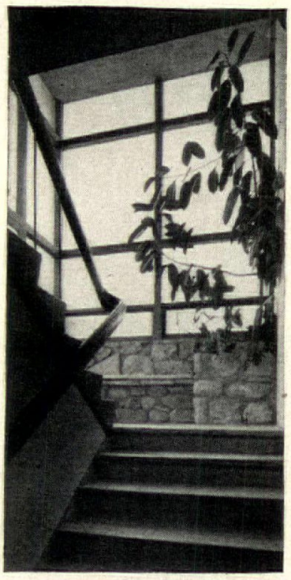
☐ Please send me a free-loan order form for your termite control film.

Name_____

Firm_____

Address_____

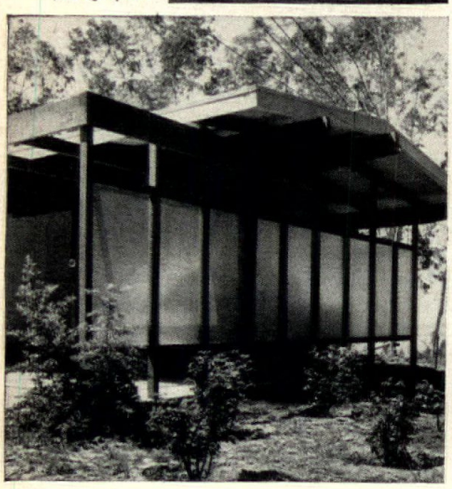
City_____ Zone_____ State_____



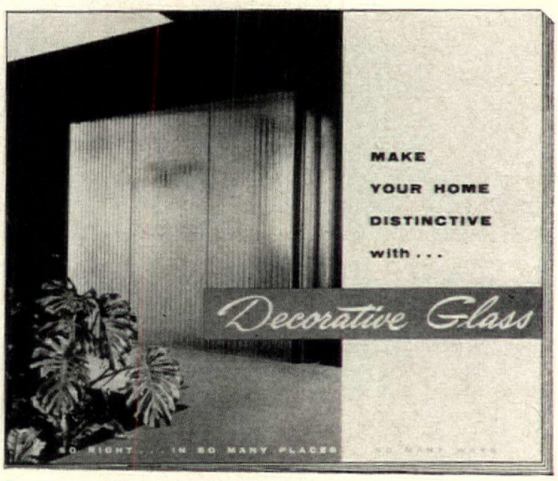
William Brockway residence, Los Angeles, Calif. Burton Schutt, architect. Reprint, Sunset Magazine. H. H. Baskerville, Jr., photographer.

THIS FREE BOOKLET...

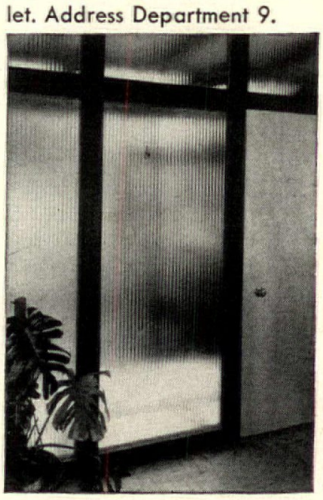
Shows how decorative glass brightens and beautifies homes. It is filled with dramatic illustrations of the ways translucent glass adds a touch of luxury and smartness to every room. Specify Mississippi Glass. Available in a wide range of exciting patterns and surface finishes wherever quality glass is sold.



Architects: Kegley, Westphall & Arbogast



Create a distinctive decor with translucent glass by Mississippi that floods interiors with softened, flattering light, makes rooms seem larger, friendlier, important. Write for free booklet. Address Department 9.



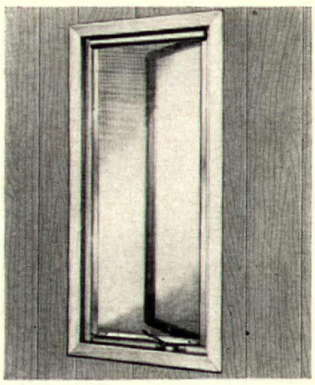
FIGURED & WIRED GLASS

MISSISSIPPI GLASS COMPANY

88 Angelica St. • St. Louis 7, Mo.

NEW YORK • CHICAGO • FULLERTON, CALIFORNIA

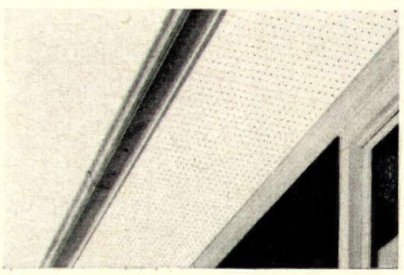
WORLD'S LARGEST MANUFACTURER OF ROLLED,



Self-storing screens are planned for use with casement and awning windows. Screen-O-Matic screens are held in place with rigid vinyl channels. Fiberglass screening rolls into aluminum roller housing. Bottom rail is a heavy aluminum extrusion, rubber sealed, and locked in place with nylon catches.

Lockhart Mfg Co, Detroit.

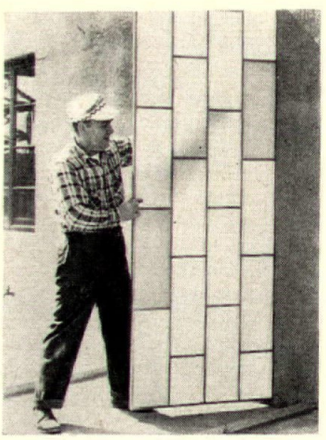
For details, check No. 18 on coupon, p 244



Maintenance-free soffit is made from perforated asbestos cement. Vent holes allow adequate air flow, will not admit insects. Gold Bond perforated soffit material comes in 2'x4' sheets with integral white finish. Panels are autoclaved, will not rot, burn, sag, buckle. No painting is needed except to change color.

National Gypsum, Buffalo.

For details, check No. 19 on coupon, p 244



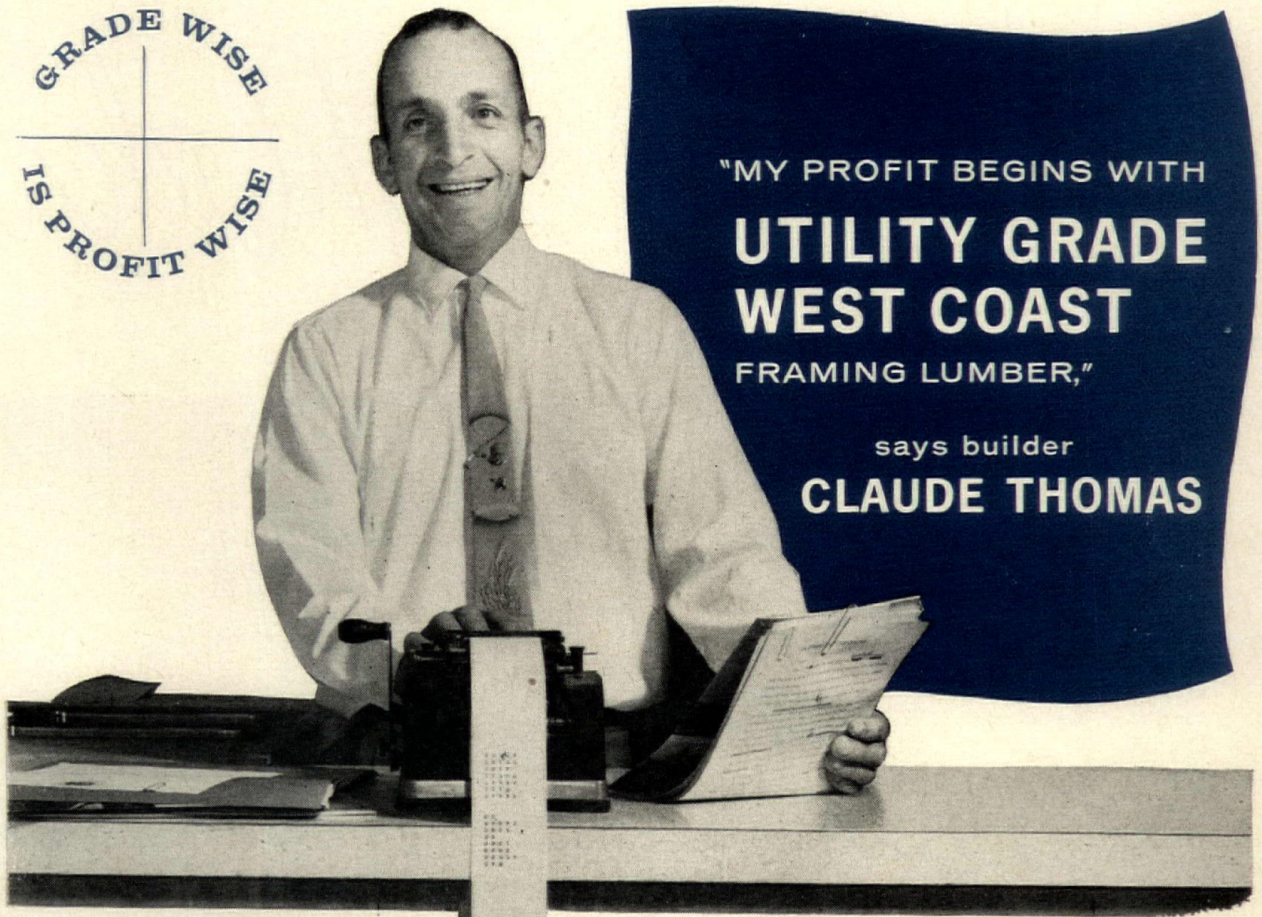
Translucent walls are possible with Seaporcel's new units. Panel consists of two fiberglass-reinforced acrylic-polyester sheets laminated to an extruded aluminum grid. Panels are lightweight (1½ lb a sq ft) but strong (resist impact of 2,000 psi). Colors cut glare, add decoration. Panels come in sizes to 4'x20', in various types for walls, partitions, skylights, canopies, entranceways, etc.

Seaporcel Metals, Long Island City, N.Y.

For details, check No. 20 on coupon, p 244

continued on p 218

GRADE WISE IS PROFIT WISE



"MY PROFIT BEGINS WITH

UTILITY GRADE WEST COAST

FRAMING LUMBER,"

says builder

CLAUDE THOMAS

CHECK THESE USES

for "Utility" grade West Coast Lumber (in accordance with FHA Minimum Property Standards):

RAFTERS FOR LIGHT ROOFING (Roof slope over 3 in 12) (Weighing less than 4 lbs. per sq. ft. in place)

Douglas Fir Size	Spacing	West Coast Hemlock Maximum Span
2x6	16" o.c.	9'-8"
2x8	16" o.c.	14'-4"
2x10	16" o.c.	19'-8"

FLAT ROOF JOISTS supporting finished ceiling (Roof slope 3 in 12 or less)

2x6	16" o.c.	7'-8"
2x8	16" o.c.	11'-6"
2x10	16" o.c.	15'-8"
2x12	16" o.c.	18'-2"

CEILING JOISTS (no attic storage)

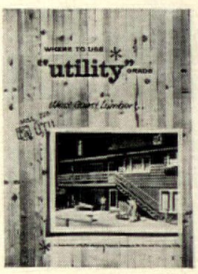
2x6	16" o.c.	11'-8"
2x8	16" o.c.	17'-6"

FLOOR JOISTS

		30 lb. live load*	40 lb. live load†
2x6	16" o.c.	7'-2"	6'-4"
2x8	16" o.c.	10'-8"	9'-6"
2x10	16" o.c.	14'-8"	13'-0"
2x12	16" o.c.	17'-0"	15'-4"

*sleeping rooms only
†other than sleeping rooms

BOARDS. Ample strength and satisfactory coverage make "Utility" boards a primary material for sub-floors, wall sheathing, and solid roof boarding in permanent construction. This grade is widely used for light concrete forms.



GET THE TECHNICAL FACTS

Write today for your copy of "Where to Use Utility Grade."

"I have found dependable profit in Utility grade West Coast framing lumber. In fact, I can count on saving in materials of at least $250 per house with Utility grade.

"It's also very important to me to keep my reputation as a quality builder. The secret to the combination of quality and profit is knowing lumber and its correct use. That's why Utility grade West Coast framing lumber is my money-making starting point."

You, too, will find "Utility" grade is a money-maker for One and Two Living Unit construction*. And you will have the plus-value of the consistent quality of West Coast lumber.

**When used in accordance with FHA Minimum Property Standards for One and Two Living Units, FHA Bulletin No. 300.*

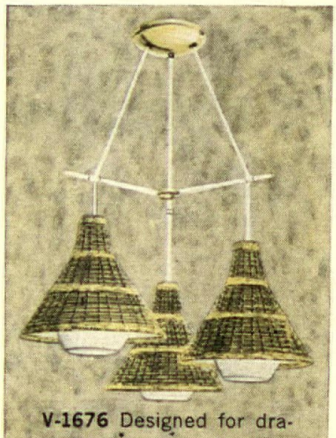
WEST COAST LUMBERMEN'S ASSOCIATION

1410 S. W. Morrison Street, Portland 5, Oregon

the light idea®

SUN 'N SAND Unique, different . . . appealing! Shades are an arresting blend of imported Italian sand-tone reed, handwoven with glistening brass accents. Satin white, diffusers. Sun 'N Sand — original . . . beautiful . . . modern!

V-5675 For hallways or tasteful accent lighting. Length 8¼", diameter 6½". One 100-W.



V-1676 Designed for dramatic living room lighting. Three-light cluster. 48" white drop cords. Diameter 26½". Three 100-W.

V-1675 Single unit 48" drop cord. Diameter 10½". One 100-W.

V-1677 Wide decorative and functional uses in living, dining, bedroom areas. 54" drop cord. Diameter 12". One 100-W.

V-1673 Pulldown for living or dining rooms. Adjusts 20" to 56". Diameter 22". Three 60-W. 3 way switch.

V-1672 Same but 17" diameter. Two 60-W. On-off switch.



new custom creations

FLORENTINE SERIES Exquisitely detailed scrolls cast in aluminum. Antique white color delicately toned with gold fleck. White opal globes. Matching white chain. Here is new richness for all homes — contemporary, transitional, traditional!



V-1713 Perfect in foyers, living rooms, dining areas. Spread 31" (6' chains and yolk). Three 100-W.

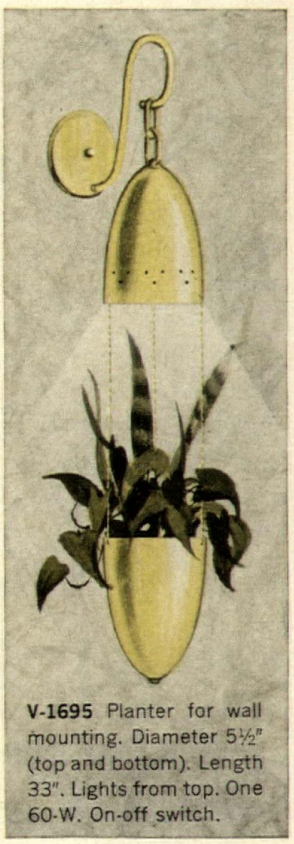
V-1712 Diameter 12". Matching white 6' drop chain. One 150-W.
V-1710 Same as above: Diameter 10". One 100-W.



PLANTER SERIES Bright ideas! Lighting fixtures that double as planters. Perfect accents for fireplace, entranceways, in dinettes or family rooms . . . wherever you want a touch of eye-catching beauty!



V-1690 Polished brass. Diameter 15⅜". Length 36". Lights from top. Three 60-W. 3 way switch.



V-1695 Planter for wall mounting. Diameter 5½" (top and bottom). Length 33". Lights from top. One 60-W. On-off switch.

These are just a few of the fresh, new custom creations available...fixtures so delightfully different and irresistibly styled..."to show is to sell." Free colored brochure describing the full line available. See your nearest Virden Lighting distributor or write direct using the coupon below.

VIRDEN LIGHTING

MEMBER AMERICAN HOME LIGHTING INSTITUTE

VIRDEN LIGHTING DEPT. HH-9
DIVISION OF JOHN C. VIRDEN COMPANY
5209 EUCLID AVENUE
CLEVELAND 3, OHIO

Name_____

Address_____

City_____ Zone____ State____

SUBSIDIARIES: LIGHTING DYNAMICS, INC., LOS ANGELES, CALIF. AND DALLAS, TEXAS; JOHN C. VIRDEN, LTD., TORONTO, ONTARIO.



Take factory automation to the job site

DUO-FAST Staple Nailer drives FHA approved staples

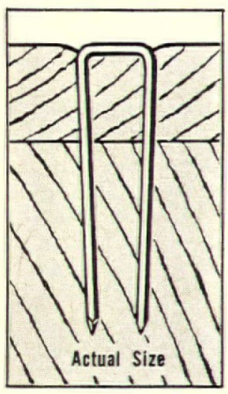
With the high-speed DUO-FAST S-762 Staple Nailer, you apply subflooring, roof decks, sheathing and other building products 5 times faster.

The new S-762 weighs only 5½ lbs. . . . drives tight-holding 16 ga., galvanized staples ⅞" to 1½" long with low air pressure. Fast, easy Trigger or Touch-Trip operation . . . air return piston . . . built in safety features. Tool cannot be fired accidentally.

The DUO-FAST S-762 Staple Nailer brings cost-cutting factory automation right to your building jobs.

Send today for Bulletin FT 26 and Case Study B-1 describing this powerful DUO-FAST Staple Nailer.

Over 50 DUO-FAST Sales & Service Offices in principal cities ready to serve you.

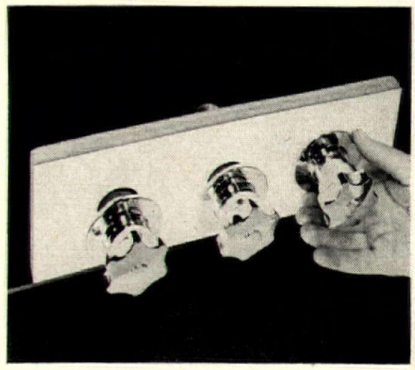


FASTENER CORPORATION, 3706-10 River Road, Franklin Park, Illinois

0695

DUO-FAST Staplers Tackers Staples

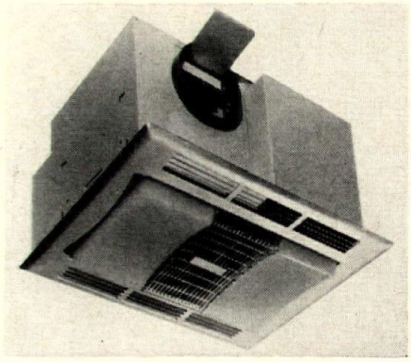
Everything you need for tacking, stapling and nailing.



Two-piece escutcheon of Speakman's new Kent fittings simplifies installation of wall valves on uneven surfaces. Wall flange can move up to 1" to adjust to variations in rough-in or wall thickness. Once in place, flange is made fast to the valve sleeve with a set screw.

Speakman Co, Wilmington, Del.

For details, check No. 9 on coupon, p 244



Electric heating for bathrooms and kitchens is supplied by new Westinghouse units. The heater-light-fan shown has a 1,200-w heating element, two 60-w lamps, and a 175-cfm blower separately controlled at the wall. Unit also comes as a heater-light or a 1,000-w heater only. All mount flush between ceiling joists.

Westinghouse, Staunton, Va.

For details, check No. 8 on coupon, p 244



Wall-hung closet with low profile is new from Universal-Rundle. Low tank is made possible by use of a new Uni-Tilt flush valve that opens to release full volume of water for maximum flushing efficiency. Wallborne Uni-Closet has quiet action, comes in six colors and white.

Universal-Rundle, New Castle, Pa.

For details, check No. 23 on coupon, p 244

continued on p 222

It Just Makes Sense to Use **STYLE-MATCHED HOODS** by Fasco

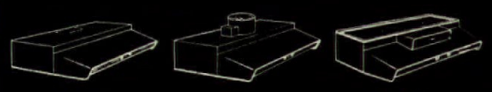


Yes, it certainly does make sense because most housewives today prefer attractive style blending in kitchen hoods. Fasco has engineered powerful and efficient hoods in matchless "Slim-Trim" styling to meet the demands of modern housewives. Now you can install modern Fasco hoods to meet every kitchen need.

It will pay you to install Fasco hoods . . . you'll get trouble-free installation, guaranteed performance and the comfortable feeling that your customers will be proud and satisfied. So blend with the trend toward kitchen harmony and utility . . . look into the proven Fasco line today. See your distributor for information or write direct.

Fasco...first with the finest, Always!

A Kitchen Hood for Every Need



Deluxe 95 Series	Economy 92 Series	Duct-Free 60 Series

FASCO INDUSTRIES, INC.
North Union at Augusta
Rochester 2, New York

☐ Please send additional information on your Fasco Range Hoods.

Name_____

Address_____

City_____ Zone___ State_____

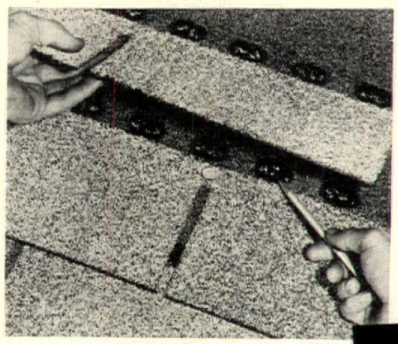
HH-9-60

FASCO INDUSTRIES, INC.
ROCHESTER 2, NEW YORK



You'll sleep better, Mr. Builder...

if you stick with the shingle that sticks to your roofs, the mighty BIRD WIND SEAL Shingle



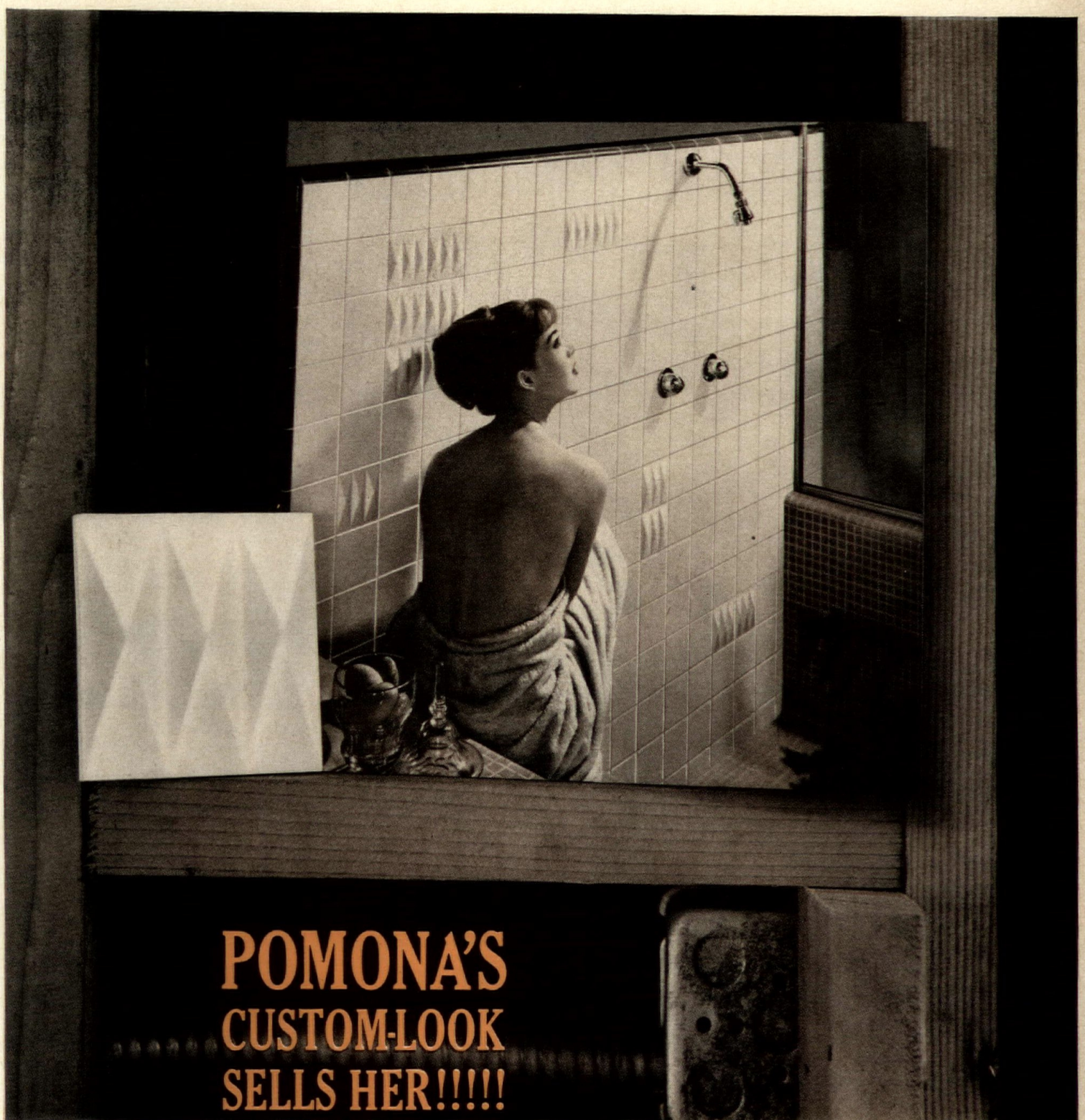
- *powerful seals spaced for drainage*
- *proved to hold in 125 MPH hurricanes*
- *lay fast in the usual way — no pulling apart or turning*
- *long lasting double-surfaced construction*
- *advertised to your customers in The Saturday Evening Post*

WONDERFUL RELAXED FEELING, to know that you've roofed your houses with the shingles that aren't going to raise a riot of complaints and callbacks to correct raised or blown-off shingles. When you install the mighty Bird Wind Seal, you save plenty of money by eliminating these profit-eating repair jobs. Not to mention keeping up your prestige as a builder of quality homes.

Ask your Bird Salesman for colorful displays and literature to help you cash in on Bird's Saturday Evening Post campaign. BIRD & SON, INC., *E. Walpole, Mass., Chicago, Ill., Shreveport, La., Charleston, S. C.*

BIRD
Wind Seal
SHINGLES

BIRD & SON inc. Established 1795



POMONA'S CUSTOM-LOOK SELLS HER!!!!!

"Diamond," Distinguished Designer tile by Saul Bass.

FOR ONLY A FEW DOLLARS MORE

...And with the "lady of the house" Pomona's new "custom-look" in ceramic tile adds the fresh, unique appeal that makes *her* home different... helps to sell her faster, easier. You can have this "custom-look" *for only a few dollars more*... here's how... Simply include a few of Pomona's new Sculptured or Designer Tiles (usually seen only in more expensive homes) in a field of economical standard tiles as seen above. Because Pomona has the most extensive selection of designs and colors, this custom-look can be achieved in large tracts with no two installations alike. A new illustrated Idea Booklet for the Builder outlines the Custom-look Program and other Pomona Sales Aids in detail. Ask your Pomona representative for a copy or mail the coupon below today.

POMONA TILE MANUFACTURING CO.

POMONA TILE MFG. CO.
629 N. La Brea Ave.
Los Angeles 36, California

☐ Please send your illustrated brochure on the "Custom Look in Tile" **(No. HH-1)**

☐ Please have a representative call on me with full information

NAME _____

FIRM _____

ADDRESS _____

CITY _____ STATE _____



DESIGNED FOR THE ERA of the 60's

FORD HOMES SOAR IN POPULARITY AS OUTSTANDING QUALITY-ENGINEERED, FACTORY-BUILT HOMES

Whether you plan to build one home or a hundred, it will pay you to get the facts behind the expanding demand for FORD-built Homes . . . to discover the "big Ford plus" in quality, style, convenience and economy.

Start by writing today for the sparkling new 28-page, full-color Ford Homes catalog featuring 20 home styles and over 40 house plans, together with ideas for vacation cottages, Southern homes, motels and guest houses.

HERE'S WHY FORD HOMES SELL EVERYWHERE!

- **FORD** Homes go up fast . . . are ready for decorating 24 hours after delivery.
- **FORD** Homes yield big savings in costly on-site labor.
- **FORD** **style** is right for today's market . . . functionally modern, tastefully attractive, the kind of styling that will live well through the years.
- **FORD** **quality** sells more homes faster because Ford combines "engineered-in" efficiency of layout with exceptional strength and economy, direct result of production manufacturing methods that deliver "more home for the dollar".
- **FORD** builds with famous brand materials, equipment and components throughout.
- **FORD** builds in "re-sale insurance" with advanced wiring and outlet installations designed for the appliances and services of today—and tomorrow.
- **FORD** Homes are complete homes . . . Ford does the wiring, applies the drywall, lays the finish flooring . . . all in one package.
- **FORD** Homes meet or exceed FHA, VA and conventional mortgage requirements, and are accepted by leading building code authorities.

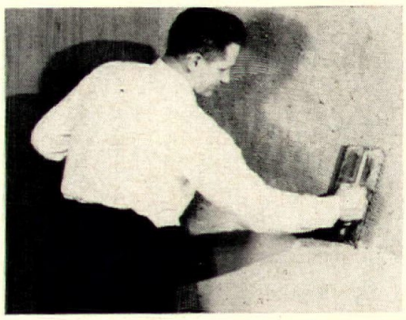
For catalog and full details, write today on your letterhead to Dept. HH:

IVON R. Ford INC., MC DONOUGH, N. Y.

Manufacturing Franchises Available In Some Areas

New products

start on p 193



Wallboard adhesive from 3M is designed for installing hardboard, wallboard, and similar materials to existing plaster, drywall, wood, concrete, or other sound smooth surfaces. Rubber-base mastic gives high strength, is fast drying, water resistant. Adhesive may be floated or buttered, fills irregularities between surfaces.

Minn. Mining & Mfg, St Paul.

For details, check No. 21 on coupon, p 244



Fixture adhesive provides a new way to hang hooks, brackets, lighting receptacles, furring strips, electrical fixtures, towel and cup dispensers, nameplates, signs, etc. Adhesive will bond to wood, tile, glass, metal, plaster, concrete, drywall, etc. Only five- to ten-second pressure is needed. Two-component epoxy comes in an 8-oz cup holding equal parts of resin and hardener.

Permacel, New Brunswick, N.J.

For details, check No. 22 on coupon, p 244

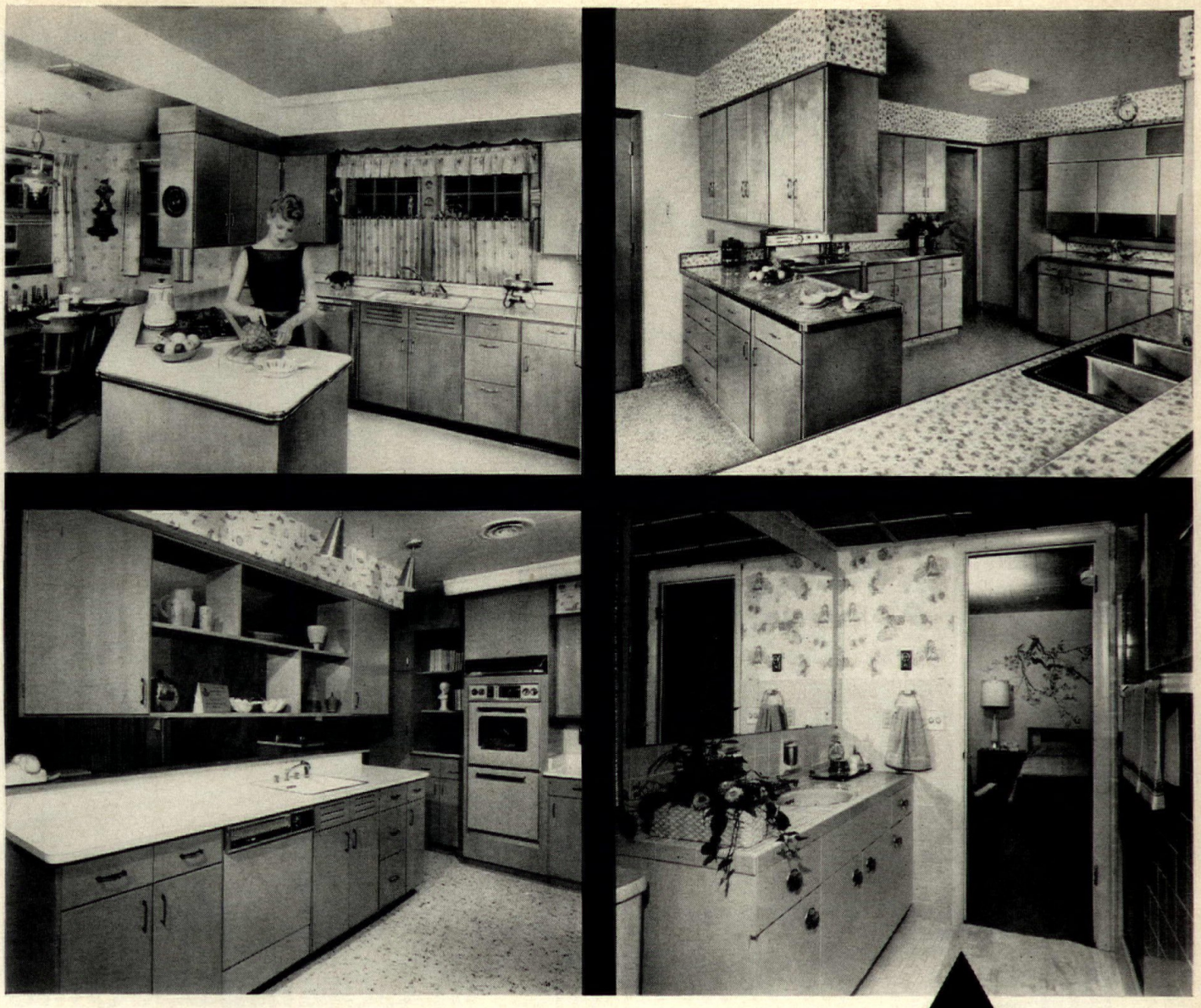


Layout tape for brick masonry is claimed to cut layout costs up to 50%. Tape is marked for course height and bond layout for brick to be used, self-adheres to corner pole, sheathing, etc to mark spacing. Brik-Hite tapes come in eight markings, cover most brick sizes being made.

Jeff Jones Co, Denver.

For details, check No. 26 on coupon, p 244

continued on p 227



Save a place in your plans for BIRCH Qualitybilt® CABINETS



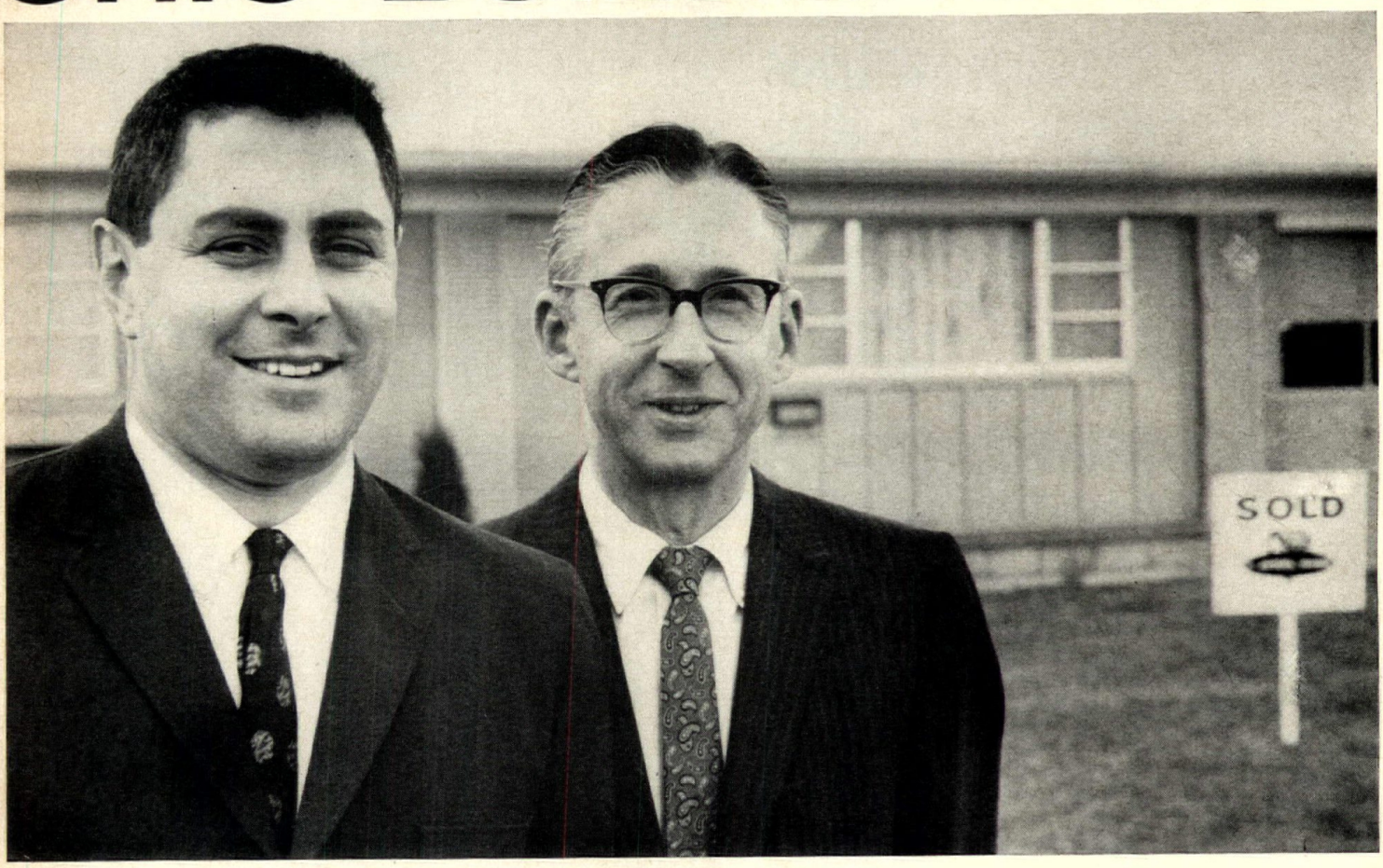
No matter what size or type of home you plan to build, you'll find Qualitybilt Kitchens perfectly adaptable . . . *cost-wise, quality-wise, design-wise!* "Cabinetmaker" quality units are produced from the finest birch wood in economical quantity-production methods developed through 85 years of millwork experience. Over 120 carefully designed units can be blended in thousands of combinations to exactly conform to any floor layout . . . and finished to suit any decor. The result . . . coordinated Qualitybilt Kitchens with a "custom quality" look, at reasonable prices. Call the Qualitybilt Distributor in your area TODAY for complete details!

FARLEY & LOETSCHER MFG. CO.

DUBUQUE, IOWA

Entrances • Doors • Frames • Sash • Blinds • Casements • Glider Windows • Sliding Doors
Screens • Combination Doors • Storm Sash • Garage Doors • Mouldings • Interior Trim • Sash Units
Louvers • Kitchen Cabinet Units • Cabinet Work • Stairwork • Disappearing Stairs • "Farlite" Laminated Plastics

OHIO BUILDERS SAY:



"Air conditioning was a key factor in selling our $13,750 to $15,250 homes in Columbus, Ohio"

Julius Cohen (left) and Sam Sherman, President and Secretary-Treasurer, Jewel Builders

"Most of the home buyers we were interested in wanted two features above all: brick construction and central air conditioning," continues Mr. Cohen. "Our Homestead tract offered both in the $15,000 price range.

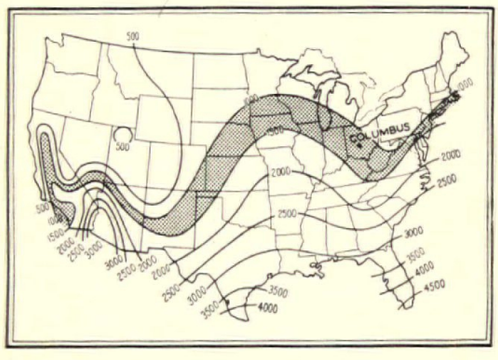
"We promoted the fact all 300 homes were air conditioned in radio, TV and billboard advertising," adds Mr. Sherman. "Results were wonderful. We sold all the homes—and more than 50% of the buyers cited air conditioning as the key advantage that influenced them. We've made every non-air conditioned home of comparable size and price obsolete in our area."

Columbus, like many other northern cities, has summers with maximum temperatures ranging from 80° to 100° and an average relative humidity of 70%.

Mr. Cohen concludes: "Year-round comfort and filtered air are big sales points. In fact, all the nearly 1,600 homes we plan for 1960 will be air conditioned. They'll be erected in Columbus, Youngstown and Pittsburgh areas and will be priced from $13,750 to $17,000."

THERE'S YOUR PROOF that air conditioning can help you sell in northern as well as southern tracts! Remember, most top-quality air conditioning units are charged with dependable Du Pont Freon* refrigerants. Call your equipment manufacturer today for details about the sales power of air conditioning.

DOES YOUR TRACT FALL IN A CLIMATE SIMILAR TO COLUMBUS, OHIO?



If so, air conditioning can help you sell, just as it did for Jewel Builders. Look at the shaded area on map to left. It includes Columbus and hundreds of communities across the country with the same climatic conditions. Is your tract in this area?

**Freon is Du Pont's registered trademark for its fluorocarbon refrigerants.*

BETTER THINGS FOR BETTER LIVING . . . *THROUGH CHEMISTRY*

DU PONT
REG. U. S. PAT. OFF.

In celebration of our 60th year of world-wide progress . . .

Special Anniversary Offer to Builders

A Genuine Coleman
gas-lite
with the installation of

Coleman

America's Only Bonded Line Heating and Air Conditioning

Now you can give your homes the extra elegance of outdoor gas lighting at no extra cost!

As a 60th anniversary salute to builders, Coleman makes this offer: A genuine Coleman Gas-Lite for every home in which you install a Coleman central furnace, wall heater, floor furnace or air conditioner.



This allows you to offer the home buyer a *double* bonus. Bonus No. 1 is an exclusive $500 Warranty Bond on the Coleman equipment installed. Bonus No. 2 is the Coleman Gas-Lite.

Lamp is easily placed at any point where it adds the most charm—in front yard or patio, along driveway, on wall of house or garage, on a table. And remember—the Gas-Lite is yours with the installation of Coleman heating or air conditioning. Get in touch with your Coleman dealer or mail coupon below.



Also makers of famous Vit-Rock water heaters, Decorama space heaters, Coleman lanterns, camp stoves, jugs and coolers — mobile home heating and air conditioning

Works on any gas-
Installs 4 ways
Can be mounted on post (as at left)



With decorator pole



Can be placed on table



Can be mounted on wall with decorator bracket

The Coleman Company, Inc.
Wichita 1, Kansas

I'm interested in your gas-lite offer. Please have your nearest dealer see me.

*Name*_____

*Address*_____

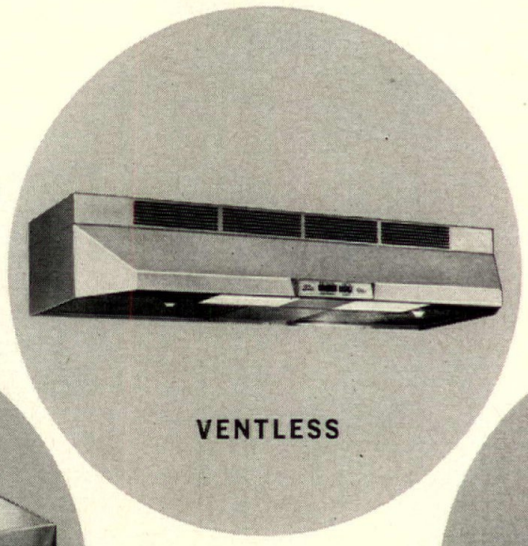
*City*_____ *Zone*____ *State*____

The complete hood line...by Trade-Wind

quality—style—efficiency in every price range

below

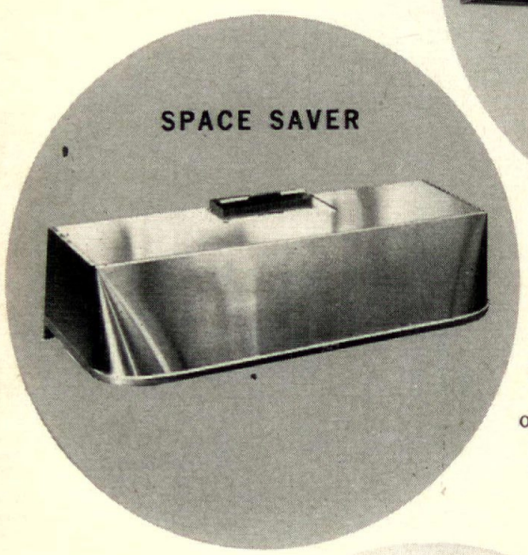
Under-hood ventilator frees cabinet space. Latest sheer custom design in genuine stainless steel or real hammered copper. Also Early American design in real antique copper. 4 lengths.



VENTLESS

below

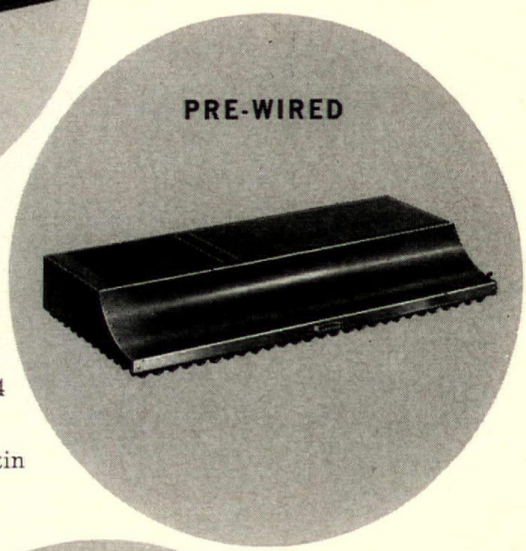
For use with Trade-Wind Nos. 3501, 2501 or 1501 Ventilator. Brilliant contemporary styling in stainless steel, brushed copper or antique coppertone. Also the colonial Salem in antique copper. 5 lengths.



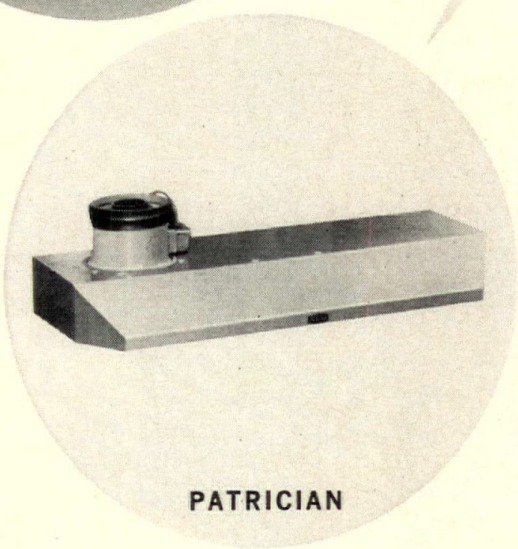
SPACE SAVER

above

For use where outside venting is impractical. Filters greasy fumes and odors through 4 oversize filters. Plenum accessory for correct air recirculation. 3 lengths in satin chrome or coppertone.



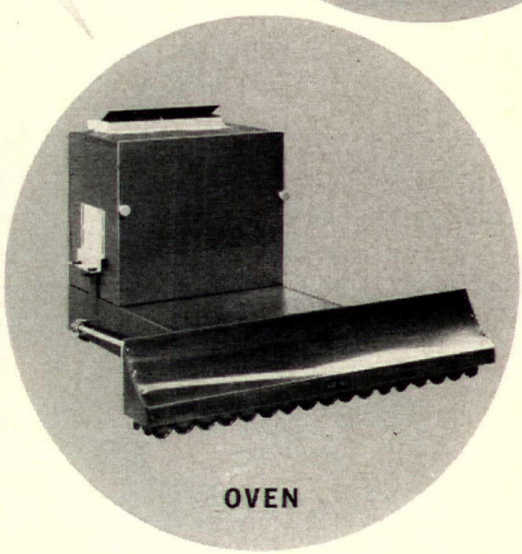
PRE-WIRED



PATRICIAN

above

Low cost quality "packaged" assembly with axial flow fan, enclosed lights, filter and switches. 5 lengths in satin chrome or antique coppertone.



OVEN

above

Highly efficient ventilation for built-in electric and gas ovens. Contemporary or Early American hoods in stainless steel, brushed copper or antique copper. 3 lengths, also for double ovens.

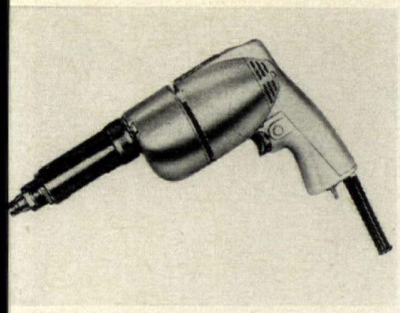
Trade-Wind

DIVISION OF ROBBINS & MYERS, INC.

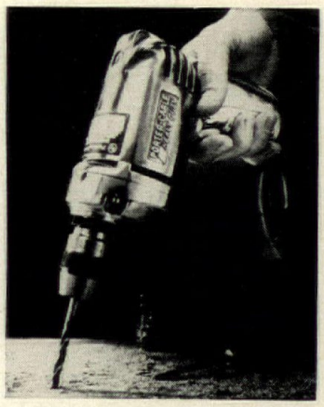
7755 Paramount Place, Pico Rivera, California DEPT. HH

New products

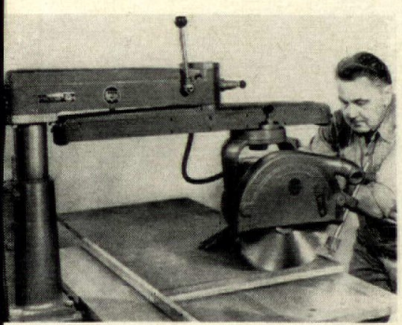
start on p 193



New electric drivers from Skil Corp are designed for mass production operations. Anti-ratcheting clutch can be preset to precise torque needed for screw driving or nut running. When desired tightness is reached, driver cuts out preventing stripped threads, loose fasteners, or damaged parts. Drivers come in assembly and reversing models with capacities to ¼" machine screws, No. 12 wood screws.
Skil Corp, Chicago.
For details, check No. 27 on coupon, p 244



New industrial drills—ten in all—have been announced by Porter-Cable. Drills come in ¼" and ⅜" sizes for speeds of 750 to 5,000 rpm. Varied chuck capacities cover drilling demands of wood, metal, brick, concrete, and plastic. One new model features a keyless chuck; another is a D-handle type for line operation. All have sealed gearboxes to insure long-lasting lubrication.
Porter-Cable, Syracuse.
For details, check No. 28 on coupon, p 244

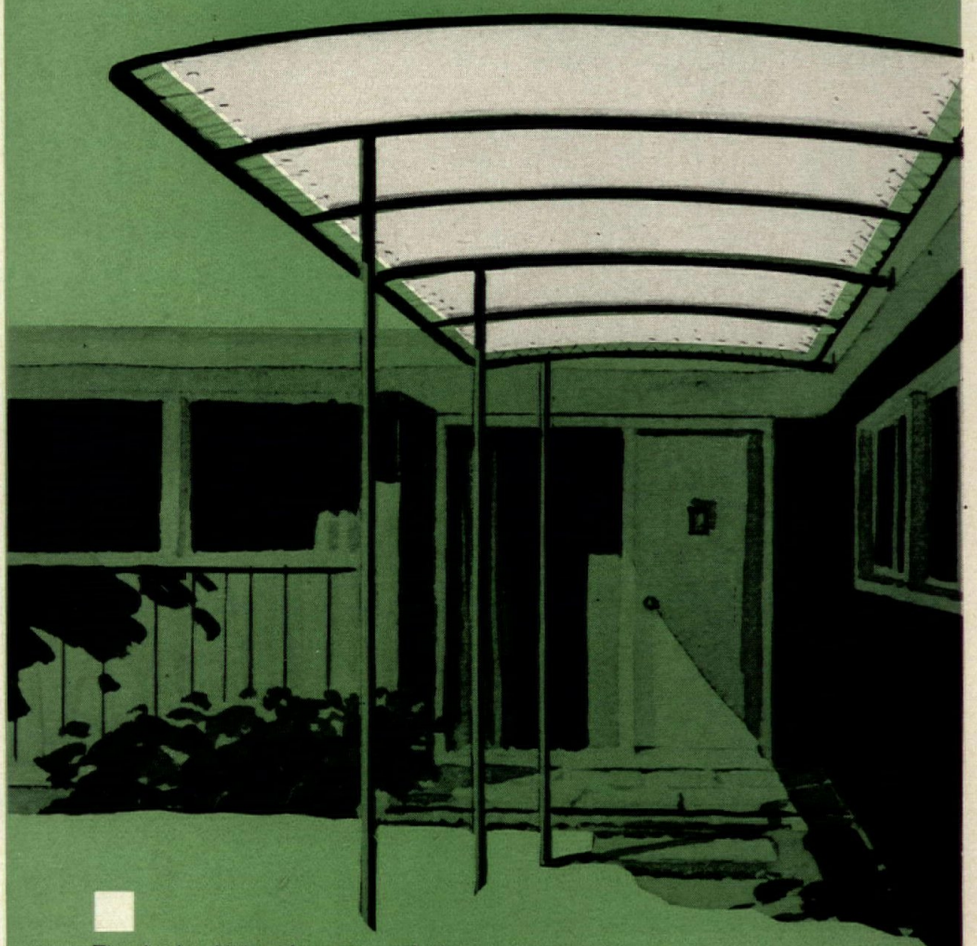


Long arm saw is latest model in Delta's radial saw line. New unit has extra-wide rip capacity (36"), will cross-cut 24", cut 3⅜" deep, cut 1½" wide dado with a 10" head. Power options are 2-hp, 3-hp, or 5-hp. Standard Delta features include double overarm, individual miter stops, enclosed trackways, up-front controls. $645 up.
Rockwell Mfg Co, Pittsburgh.
For details, check No. 29 on coupon, p 244

continued on p 230

A dramatic entrance for your model home: A smartly-styled

CANVAS CANOPY



The simple addition of canvas sunshades or canopies can work wonders in giving look-alike houses a look of luxury. Yet here's a product that soon pays for itself in the comfort and savings it provides.

Used as a protective covering for walkways or entrances, canvas costs substantially less than other building materials. As a shading device to keep hot sun rays off window glass, canvas makes homes easier to cool without air conditioning, cheaper to cool with air conditioning.

What's more, with the remarkable new finishes for this sturdy fabric, you can expect years and years of rugged service and rich, colorful beauty. Ask your local canvas products manufacturer about the acrylic paints, vinyl-plastic coatings, and improved dyes that now make canvas sunshades and canopies a better-than-ever feature to attract prospective home-buyers.

See our catalog 19e/Ca in Sweet's Architectural Catalog or write for a free copy. It contains original and practical ideas plus helpful information for specifying canvas.

THE CANVAS AWNING INSTITUTE INC.

CANVAS AWNING INSTITUTE, INC. and NATIONAL COTTON COUNCIL • P.O. Box 9907 • Memphis 12, Tenn.



Now!

Plywall flair unveils a distinct difference in doors!

Flair! Fashion! Plywall's new High-Pressure Laminex door skin introduces a whole new concept in door design. Distinctive, bold wood grain pattern. Subtle neutral coloring. Complements or accents any wall, any decor.

This dynamic advance in door finishes is available to you in the new Bellwood/Laminex interior door. Poly-Clad protected against mars, scuffs, stains. Guaranteed against fading—in writing!

Prefinished—ready to hang. And economical, too. Adds unmatched beauty and quality without adding costs. Standard height, 6'8". Selection of widths: 2'0", 2'4", 2'6", 2'8", 3'0". Also available, on order, in finishes to match Poly-Clad Plywall wood paneling.

See the Bellwood/Laminex door at your dealer's *now!* Or write:

Plywall

PLYWALL PRODUCTS COMPANY, INC.
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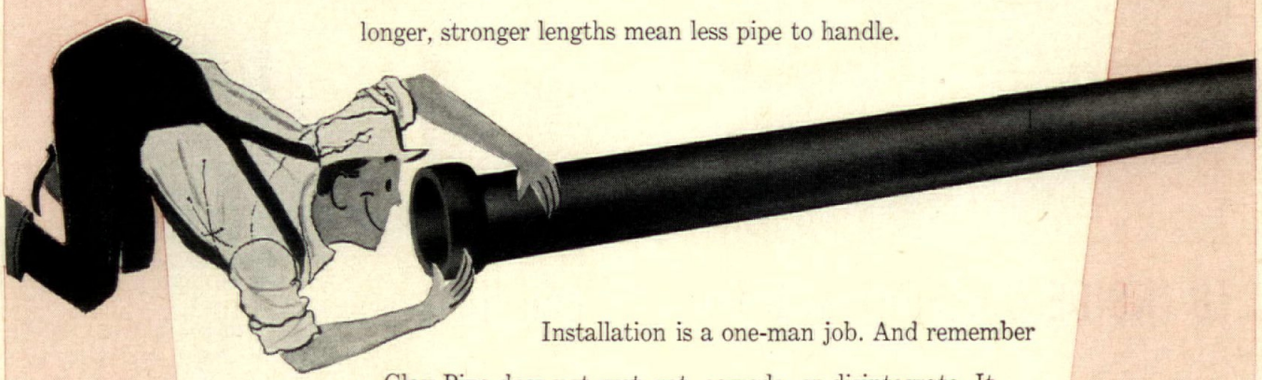
HIGH-PRESSURE Laminex

BELLWOOD/LAMINEX DOORS

Roots don't bother this Pipe...

NEW Compression Joints Keep Roots Out!

New research-developed compression joints on *new*, longer, Clay Pipe make root problems a thing of the past. You can now get a sewer line with a *tight seal*, and uniform pressure around the pipe circumference. And new longer, stronger lengths mean less pipe to handle.



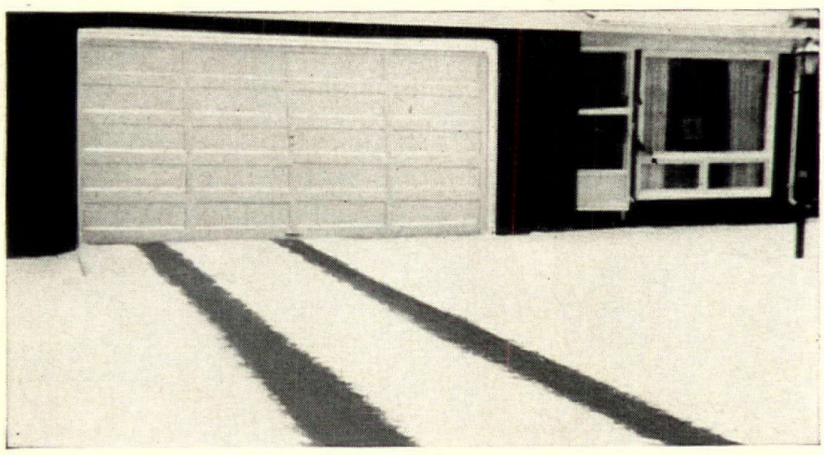
Installation is a one-man job. And remember —Clay Pipe does not rust, rot, corrode, or disintegrate. It is the only pipe with *all* the features you can trust! Get all the facts on never-wear-out Clay Pipe with new compression joints.

WRITE YOUR NEAREST NCPMI OFFICE FOR YOUR FREE COPY OF
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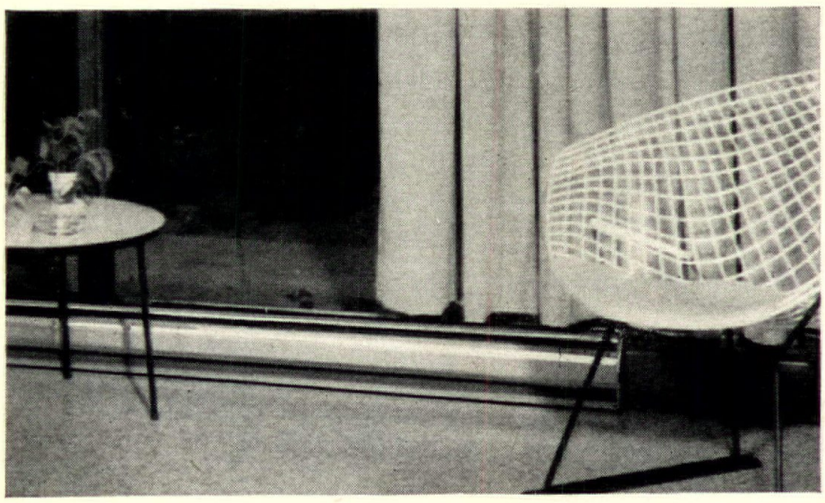
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Vitrified **CLAY PIPE** *Never Wears Out*

NATIONAL CLAY PIPE MANUFACTURERS, INC. 1820 N Street, N. W., Washington 6, D. C.
311 High Long Bldg., 5 E. Long St., Columbus 15, Ohio • 445 Ninth St., San Francisco 3, California • Box 172, Barrington, Illinois • 1401 Peachtree St., N.E., Atlanta 9, Georgia



NOW ADD OUTSIDE CONVENIENCE



TO INSIDE COMFORT with Electromode Heat

OUTSIDE CONVENIENCE. Our new electric heating mats clear snow and ice from driveways, walks and steps. They are easily installed in concrete, yet give your home an unusually dramatic sales point: they save the home owner's time, eliminate physical exertion, operate economically.

INSIDE COMFORT with Electromode Low-Level Baseboard Heat. New, unobtrusive units fit anywhere, heat evenly, allow for individual room control. You save labor costs, eliminate furnace and bulky ducts and vents—so you can offer more useable floor space, more comfortable living.

WANT MORE INFORMATION?

ELECTROMODE DIVISION
Dept. HH-90
Commercial Controls Corp.
Rochester 3, New York

®Electromode

Please send information on: ☐ Low-Level Baseboard Heat ☐ Electric Heating Mat

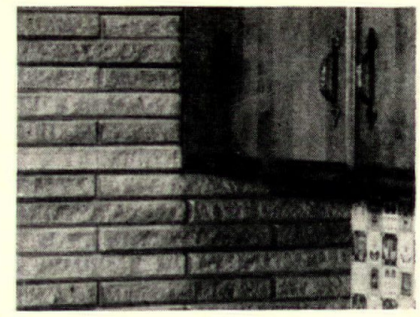
NAME .....

ADDRESS .....

CITY ..... ZONE ..... STATE .....

New products

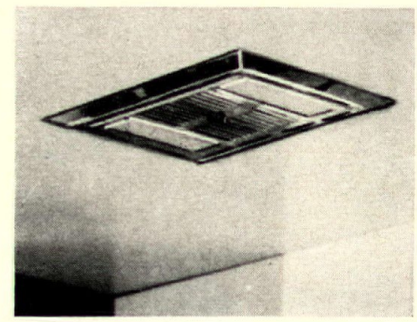
start on p 193



Decorative masonry that is also sound absorbent (noise reduction about 30%) and insulating (K = 1.7 to 2) is called Z-brick. Bricks 12"x1½"x⅞" are made of cement, pigments, and vermiculite. They can be glued to any flat flakeproof wall with a special waterproof adhesive. Bricks come red, tan, or green, 60 to a carton.

Vermiculite Mfg Co, Seattle.

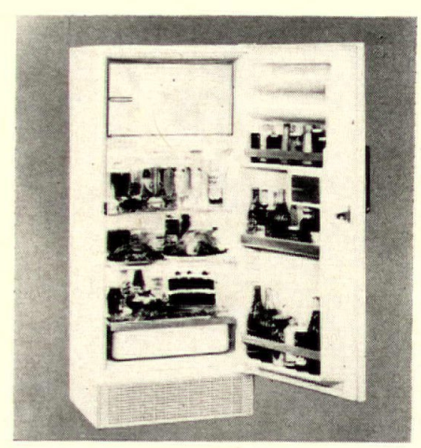
For details, check No. 30 on coupon, p 244



New ceiling unit by Trade-Wind combines heat, light, and ventilation. Reversible axial-flow fan adds forced-air heating to radiant heat from resistance coil, also acts as exhaust fan. Unit comes in five other versions: 1) heater alone, 2) lights alone, 3) light and heater, 4) exhaust only, 5) exhaust and lights. Control is wall switch.

Robbins & Myers, Pico Rivera, Calif.

For details, check No. 31 on coupon, p 244



New thin-wall refrigerator leads Admiral's 1961 line. Two combination units —10.6 cu ft and 12.7 cu ft—a matching 13.9 cu ft freezer and 13.7 cu ft refrigerator all offer the built-in look at a free-standing price. The side-by-side twins can retail for less than $400. Refrigerator-freezer shown is 12.7 cu ft Dual-Temp with 70-lb freezer and moist-cold compartment.

Admiral Corp, Chicago.

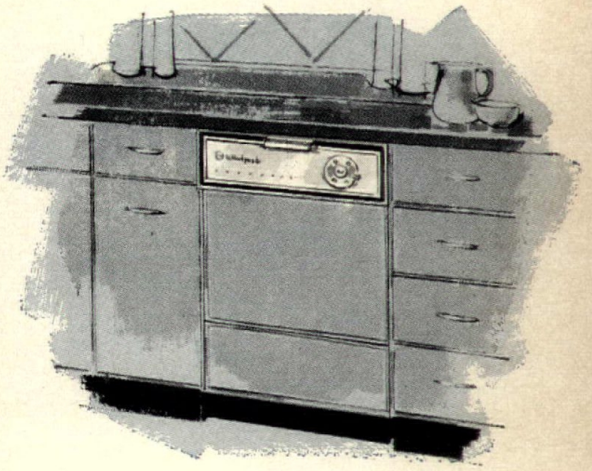
For details, check No. 32 on coupon, p 244

continued on p 234



A dishwasher you can match exactly to any cabinet decor

on the job in just minutes without changing doors!



Now, with new RCA WHIRLPOOL built-in dishwasher and exclusive Select-A-Door* trim kit, the dishwasher in your kitchens can match *exactly* the cabinets . . . match the drapes or floor covering . . . or harmonize with any other kitchen decorating. Simply fit any material up to ¼" thick . . . wood, linoleum, plastic, Formica, paper, cloth . . . into the beautiful chrome frame and attach it to the dishwasher front. That's all, no doors, timers or escutcheons to remove . . . the job is done in a few minutes.

In addition, RCA WHIRLPOOL dishwashers have greater capacity, convenient Dial-A-Cycle* controls, Filter-Stream* system that washes dishes spotlessly clean and other wanted features that add woman appeal to your kitchens.



Your family will love our family of home appliances

RCA Whirlpool

Products of WHIRLPOOL CORPORATION St. Joseph, Michigan

Use of trademarks and RCA authorized by trademark owner Radio Corporation of America

*Tmks.

MAIL COUPON TODAY

Contract Sales Division, HH-9-0
Whirlpool Corporation, St. Joseph, Michigan

Please send me complete information on RCA WHIRLPOOL dishwashers and exclusive Select-A-Door kit.

Name_____

Firm Name_____

Firm Address_____

City_____ Zone_____

County_____ State_____

"When it comes to WOODWORK–

HOME PLANNING CENTER



there's always money available for a quality product"



Floyd W. Sedlmayr, Jr., Assistant Vice President and Manager of Loan Processing Department, Chicago Federal Savings and Loan Association.

"As a lending institution, the quality of the building materials which go into the construction of a home or multiple family dwelling are of prime importance to us.

"Quality wood windows and other quality woodwork items are indications to us of lasting value," Mr. Sedlmayr states.

The financing institution of your choice will also be aware of the importance you attach to quality if you use Ponderosa Pine Woodwork and Wood Window Units bearing the AWWI Seal.

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American WOOD WINDOW Institute
CONFORMS - UNITED STATES COML STND. 204

The American Wood Window Institute Seal on Windows is your guarantee that they conform to the specifications of F.H.A. standards and are:
Correctly designed • Preservative treated • Properly balanced • Properly constructed • Made from carefully selected kiln-dried lumber • Efficiently weatherstripped.

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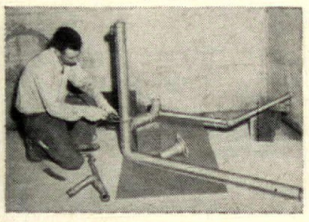
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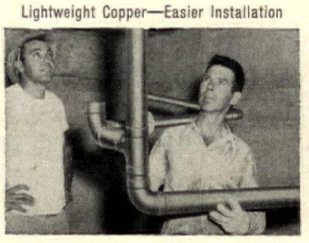
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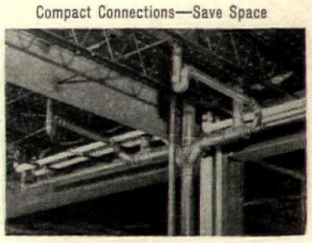
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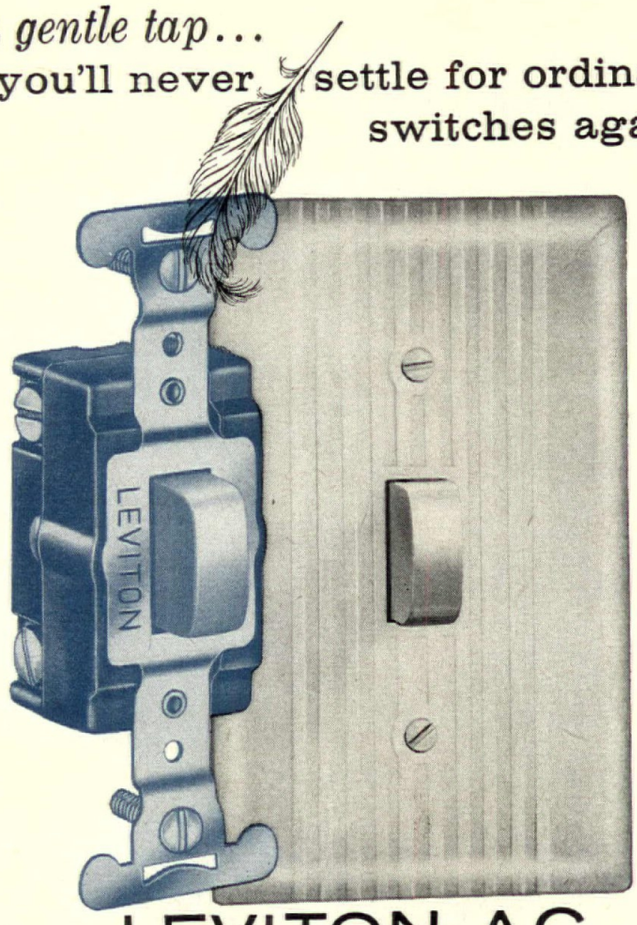
Lightweight Copper—Easier Installation



Compact Connections—Save Space



a gentle tap...
and you'll never settle for ordinary switches again!



LEVITON A.C.
TOUCH SWITCH

Installs in any position...small enough to fit any gem box and standard wall plate ...and notice that quiet, "love tap" operation! Leviton's new 15A—120-277V. AC Touch Switch is a natural for homes, schools, apartments, office buildings, hospitals, industrial plants... **anywhere!** Tap it from **any** position, **any** angle!

CHECK THESE SPECIAL FEATURES:

SAFE OPERATION—install vertically, horizontally or upside down, yet a gentle tap gives positive, non-stalling action. Can't hang up...in any position. Special heavy silver contact points increase safety margin, prolong service life.

EASY INSTALLATION—side wired for convenience. Only 1" in depth. Large head brass terminal screws, backed out and staked, accommodate up to No. 10 conductors. Mounting screws are locked in straps ready-to-install. Interchangeable with any standard switch and wall plate.

HIGH CAPACITY—will accommodate high inductive loads of fluorescent systems, or full rated capacity of incandescent filament lamp loads. Take full load currents up to 80% of the switch rating for motor control.

RUGGED CONSTRUCTION—simplified construction and advanced design assure maximum efficiency, long life under heavy duty use . Heavy gauge steel plaster ear straps are riveted to housing for permanent assembly.

Creatively engineered and subjected to exhaustive "in-use" tests, Leviton AC Quiet Switches have proven themselves ideal for the new 4-wire electrical systems requiring switches rated at 277 volts. Available with brown or ivory button.

Listed by Underwriters' Laboratories, Inc. For complete details write to:

Your best jobs are done with... LEVITON

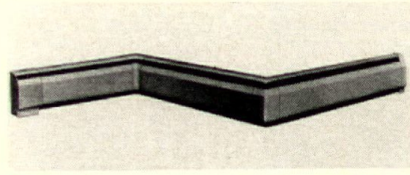
Leviton Manufacturing Co Brooklyn 22, New York • Chicago • Los Angeles • Leviton (Canada) Ltd., Montreal.
For your wire needs, contact our subsidiary AMERICAN INSULATED WIRE CORP. Pawtucket, R. I.



Single-room air cleaner is a new electrostatic precipitator to give air cleaning at 90% efficiency where non-circulating heating systems are used. The new 200-cmf model has been completely restyled, has new electrical system with automatic high-tension connection, high reactance transformer, and safety interlock.

Electro-air Cleaner, McKees Rocks, Pa.

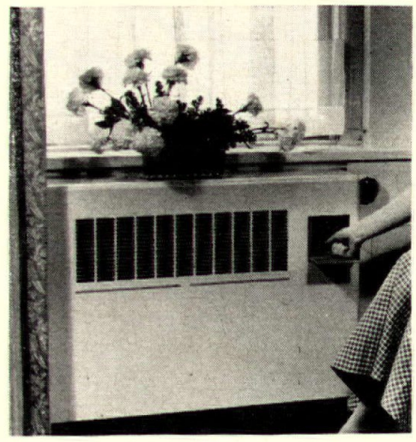
For details, check No. 33 on coupon, p 244



Hydronic baseboard has been added to Crane's heating line. Sunnybase comes in three styles to cover a Btuh spread of 370 to 530 with 150F water. Type L has lowest output; lowest, slimmest profile (8 5/16" x2 7/16"). Types H-75 and H-100 are 10¼"x3 7/16". All come in 3', 4', 5', and 8' lengths. System is complete with end and access panels, corners, filler sections.

Crane, Chicago.

For details, check No. 34 on coupon, p 244



Year-round conditioner combines central hydronic heating, room cooling, and room-by-room control. American-Standard's Type 40 Remotaire can be used in new or fix-up construction, tie into new or existing heating pipework, or be equipped with electric heating coils. Compact, self-contained cooling unit mounts in a through-wall sleeve. Remotaire comes in many styles and sizes to fit walls 8" to 20" thick.

American Standard, New York City.

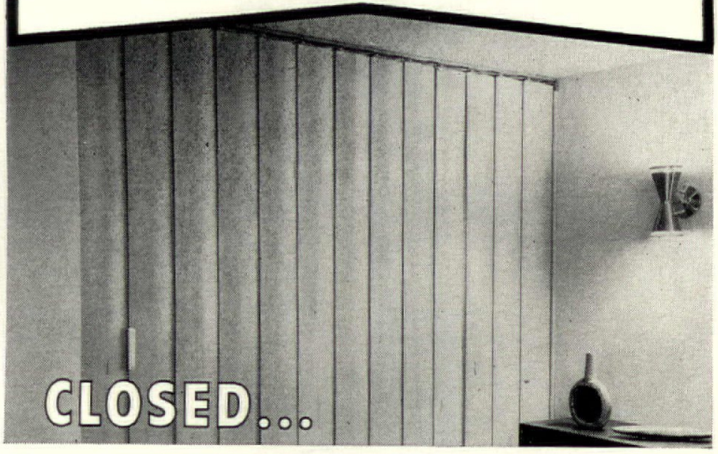
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Publications start on p 238

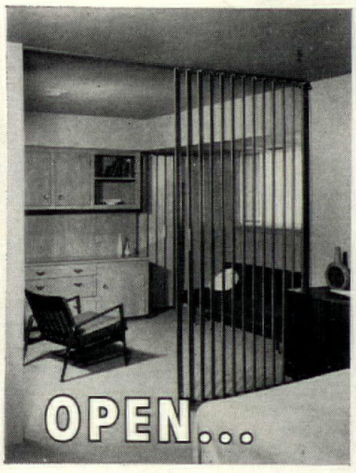
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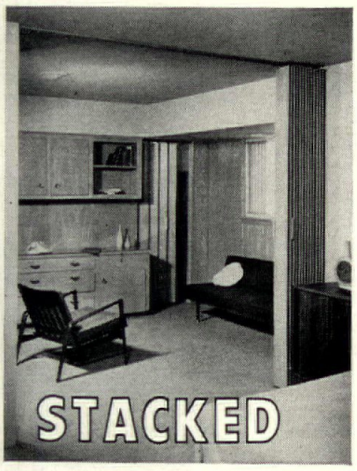
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WOOD PANEL FOLDING DOORS



... an elegant paneled wall!





... the door with a view!

FASHIONED FROM SELECT VENEERS of rich wood—Philippine Mahogany, Birch, Oak, Walnut—and decorator colors, LOUVER-FOLD Doors install easily, operate perfectly in every opening to provide perfect light and air control. Each panel is protected with the exclusive Super Satin Surface finish "SSS," a new Micro-Sealed finish that provides a smoother, more durable surface that highlights the beauty of wood grain. Now available in a full line of "Formica" patterns, also!

Each panel constructed with unique airfoil design to add strength and insulate against sound. Bronze-finished overhead track is all-steel. All hardware is of rich, golden anodized aluminum with self-lubricating nylon bearings.

A BEAUTIFUL ADDITION TO ANY ROOM—A "CUSTOM TOUCH" THAT ADDS QUALITY TO YOUR HOME.

LOUVER-FOLD Doors are custom-finished in SUPER SATIN SURFACE* ...a beautiful deep finish mirroring the wood's natural beauty.

Another durable CGP Building Product

Veni-flex

WOVEN WOOD FOLDING DOORS



The casual texture of woven basswood lends glamour to any room at low, low cost! Ideal for closet closures, room dividers, between-room doors. Natural wood stains or enamel colors. **FOR MORE INFORMATION... MAIL THIS COUPON TODAY!**

CGP **CONSOLIDATED GENERAL PRODUCTS, INC.**
P. O. Box 7425 • Houston 8, Texas

Please send details on ☐ LOUVER-FOLD ☐ VENI-FLEX Folding Doors

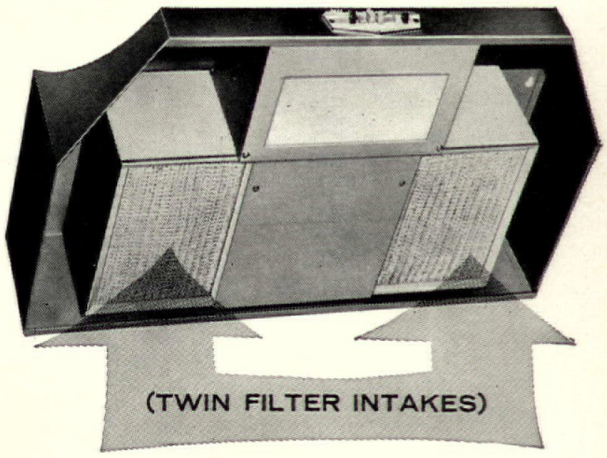
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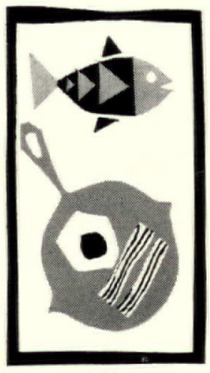
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from Miami-Carey



A DUCT-FREE HOOD THAT **MAKES SENSE!**

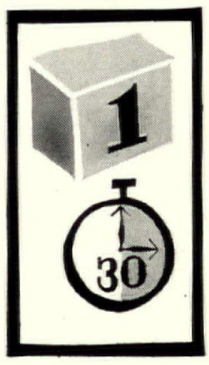


The New Miami-Carey Duct-Free Coverange Makes Sense to Housewives . . .

* *"Directional Filtering"*—twin filter intakes *directly over the range burners* for greatest air-cleaning efficiency . . . an exclusive Miami-Carey feature.

* *Triple filter elements*—successive layers of heavy-duty aluminum mesh, spun fiberglass and fine granules of activated charcoal for the most complete elimination of odors and grease.

* Centrally-located exhaust fan—built-in work lamp—choice of Coppertone or Stainless Steel.



And it Makes Sense to Dealers and Home Builders, Too!

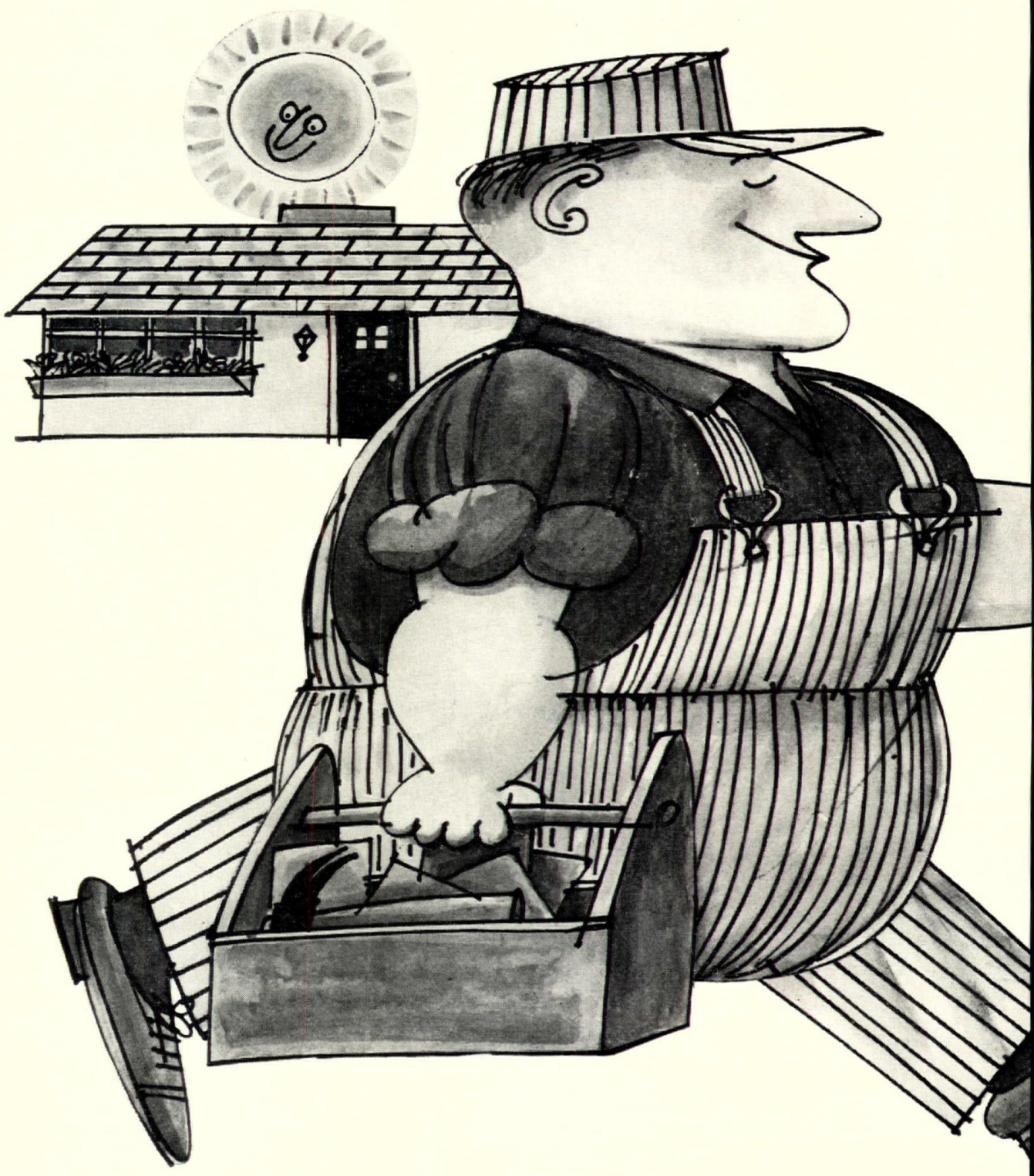
* Completely pre-assembled, pre-wired at the factory—only one electrical outlet required. Entire unit *in just one package* for easier handling, more efficient storage.

* Fast, simple installation *in less than 30 minutes!*

The new Miami-Carey DUCT-FREE COVERANGE HOOD will make sense—*good sense*—to you because it's going to mean more sales, profits and satisfied customers for you! Write Dept. H-960 for full details on how to stock, sell and install this fine new star of the Miami-Carey Coverange line!

MIAMI Carey — Miami Cabinet Division, The Philip Carey Mfg. Company, Middletown, Ohio

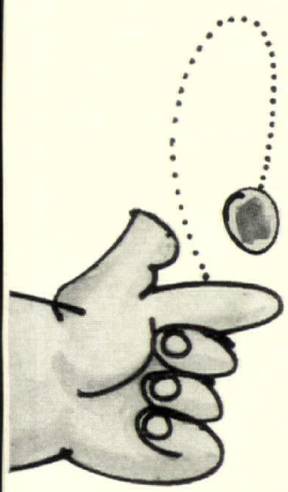
FINISH FASTER WITH



BARRETT STORM-KING® SELF-SEALING SHINGLES

Barrett®

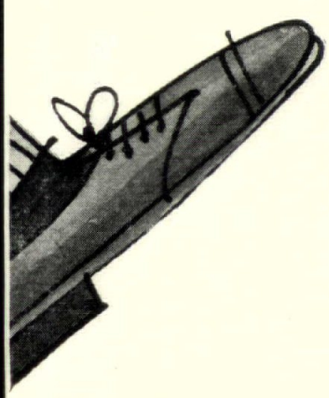
Struggling, juggling, sticking are out when this self-sealing shingle is on the job. Barrett "Storm-King" asphalt shingles are all packed face up—with no paper strips for roofers to remove. They go up in hours, stay sealed for years. No costly call backs.



For samples and full information, call your Barrett representative, or contact us direct.

BARRETT IS OUT TO HELP YOU . . . Whatever your building material needs, Barrett can fill them with a full line of dependable, quality products. Bar-Fire† "Class A" and other asphalt shingles, pitch and asphalt built-up roofings, roll roofings, flashings and drains, roof insulation, protective coatings, aluminum siding.

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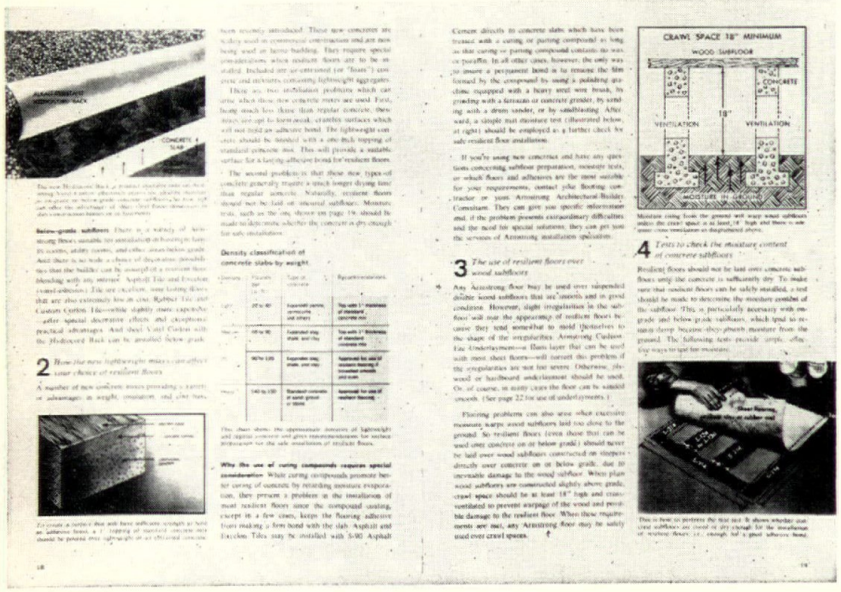


How to sell quality bath fixtures

Universal-Rundle has made your job easier by publishing the booklet shown above. It spells out how types of fixtures differ, and what features make for quality. All illustrations and examples are, of course, Universal-Rundle, but the text speaks for the whole industry. In format, the 16-page color booklet devotes sections to each major fixture and its fittings. Typical of the advice: on water closets—"the larger the water area, the easier it is to keep the bowl clean;" on lavatories—"be sure to choose one that is big enough;" on bathrooms—"every fixture should have the same brand name."

Universal-Rundle, New Castle, Pa.

For copy, check No. 39 on coupon, p 244



Here's good advice on resilient floors

Armstrong Cork has summed up its experience in a new 48-page hard-bound manual for builders. First section of 14 pages tells sales features of each type of flooring. Next 14 pages (like the two shown above) get down to technical cases, tell what floor to use where, how to prepare for it, how to lay it, what its surface and wearing characteristics are, what it costs. Five pages tell what Armstrong will do to help you merchandise your house. And the final 14 pages is a guide to what's new in resilient floors. The book is free, but distribution is intended primarily for builders.

Armstrong Cork, Lancaster, Pa.

For copy, check No. 40 on coupon, p 244

Where to use aluminum

Alcoa has a new booklet for general release that is full of ideas for using aluminum building products. The data is grouped under 12 headings: prime windows, sliding glass doors, awnings and canopies, storm windows and doors, screens, siding, gutters and roof accessories, insulation, hardware, household furnishings, bath accessories, yard accessories. Under each heading are large blocks of "what to look for" advice. For example, about combination windows: "Storm glass in the insert is cushioned in rubber or plastic stripping to insure tight air and dust seal, prevent rattling. Removable glass is easy to replace if broken. A good screen is rigid and square. Watch out for the loose 'hour-glass jobs.'"

A complete list of Alcoa sales offices is included.

Alcoa, Pittsburgh.

For copy, check No. 41 on coupon, p 244

TV master systems

New manual from Blonder-Tongue tells how to design and install master TV systems for motels, hotels, apartment houses, subdivisions, etc. Block diagrams show typical combinations of antennas, amplifiers, distribution components. Detail diagrams show installation methods and servicing.

Blonder-Tongue, Newark.

For copy, check No. 42 on coupon, p 244

Light construction equipment

Ford loaders, backhoes, dozers, earthcavators, forklifts, cranes, and other industrial equipment are shown in a new 16-page color booklet. Applications cover heavy and light excavating, loading, scraping, leveling and grading, materials handling, etc.

Ford Tractor, Birmingham, Mich.

For copy, check No. 43 on coupon, p 244

New industrial equipment

New 16-page brochure from Case describes the company's Model W-5 loader. This model has a 1-cu yd, 1½-ton capacity bucket, is claimed to save up to 25% in investment over competitive machines. The booklet covers all features and operations in detail, catalogs optional equipment and other loaders and tractors in the Case line.

For copy, check No. 44 on coupon, p 244

Also new from Case, a condensed 6-page catalog of industrial tractors and equipment, including: shovels of ¾ to 2 cu yd capacity, tilting and angling dozers of 42 hp to 100 hp, unit loaders of 3,000 lb to 9,000 lb capacity, wheeled tractors, and accessory equipment.

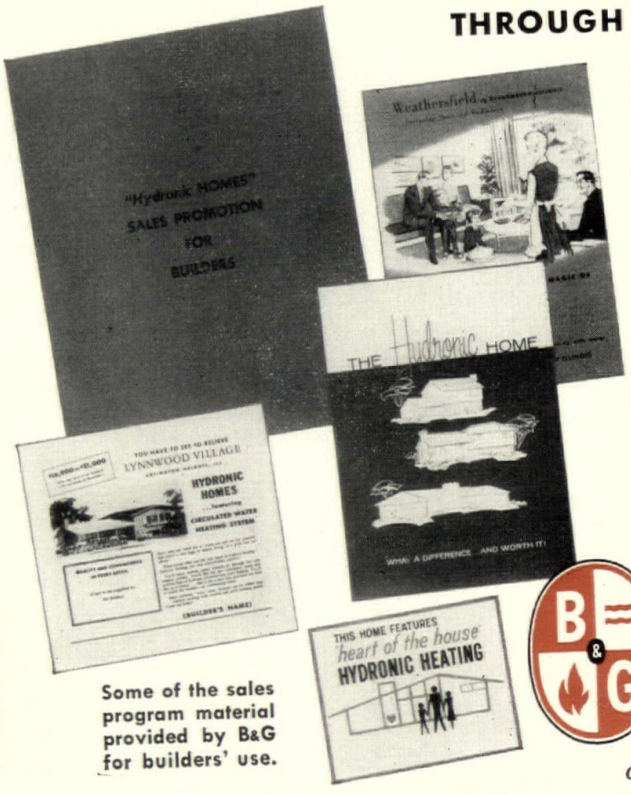
J.I. Case Co, Racine, Wis.

For copy, check No. 45 on coupon, p 244

Publications continued on p 240



HOW BUILDERS USE *Hydronics* TO CREATE SALES-MAKING TRAFFIC THROUGH THEIR HOMES



Some of the sales program material provided by B&G for builders' use.

The B&G Builder Sales Program is a tested and proved method of using *hydronics** to help sell homes. It recognizes the fact that to make sales, a builder must *create traffic* through his model homes by means of *some distinctive feature which identifies them favorably to the prospect!*

The B&G Builder Sales Program presents an outstanding *traffic-creating* plan and provides all the necessary sales tools. It enables the builder to demonstrate to his prospects that the comforts, conveniences and *extra benefits* of B&G *Hydro-Flo* Heating —*a hydronic system*— are far superior to any other kind...definitely a *distinctive feature!*

The B&G advertisements shown here are evidence that hydronic *Hydro-Flo* Heating helps sell homes. Each ad is a case record of a builder's success.

Write today for your copy of the "B&G Sales Promotion for Builders."

**Hydronics: The science of heating and cooling with water.*

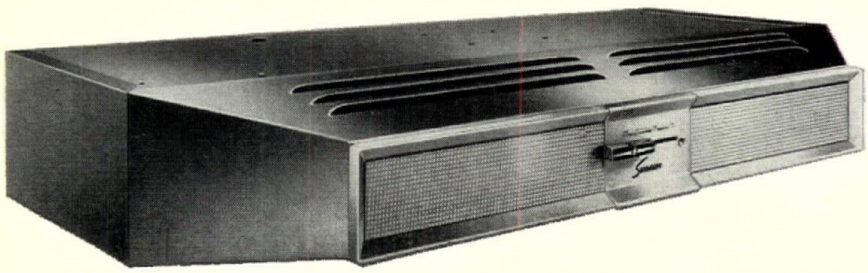
Hydro-Flo® SYSTEM

BELL & GOSSETT COMPANY

Dept. GI-10, Morton Grove, Illinois

Canadian Licensee: S.A. Armstrong, Ltd., 1400 O'Connor Drive, Toronto 16, Ontario

NEW! from *Swanson* the Sovereign Ventless range hood



ALUMINUM FILTER TRAPS GREASE, ACTIVATED CHARCOAL FILTER REMOVES SMOKE AND ODORS. PURIFIES KITCHEN AIR QUICKLY AND QUIETLY. Activated charcoal has served industry and the military for years as an air purifier. And now the inherent properties of this amazing black substance have been made available for use in the domestic kitchen. Activated charcoal has an internal surface area of over five million feet per pound! Its concentrated absorbent power is unequalled in nature.

SELF-CONTAINED, ONE PACKAGE UNIT, PRE-WIRED— No assembly required. Includes powerful fan blower, rheostat-type slide switch with 101 motor speeds, inclosed diffusion type illuminator.

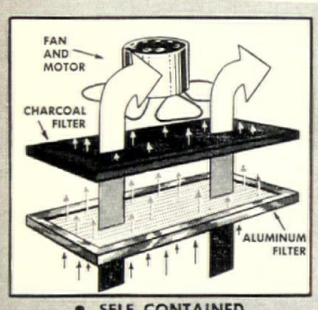
SMART, PACE-SETTING STYLING—The exciting, contemporary appearance of this smart range hood is already well accepted in its companion product, the Swanson Emperor Range Hood.

DUAL-FILTER ACTION—Permanent aluminum filter traps grease, is easily removed for sudsing in soap and water. Charcoal filter is renewed once each year simply by baking in oven for 30 minutes at 450 degrees.

WIDEST ARRAY OF FINE FINISHES AND COLORS AVAILABLE TODAY! The Swanson SOVEREIGN VENTLESS range hood can be had in any of 10 brilliant colors and finishes to match almost all built-in appliances and to compliment any kitchen decor. Standard sizes include: 27″, 30″, 33″, 36″, 39″, 40″, 42″, 48″.

FOR FULL DETAILS AND SPECIFICATIONS WRITE:

Swanson MANUFACTURING CO.
607 S. WASHINGTON ST.
OWOSSO, MICHIGAN



• SELF CONTAINED
• INSTALLS WITH NO DUCTWORK
Especially adaptable for use where range location makes installation of conventional range hoods impossible or excessive in cost.

SWANSON MANUFACTURING CO.
DEPT. NUMBER HHM-360
607 SOUTH WASHINGTON STREET
OWOSSO, MICHIGAN

Gentlemen:
Please send complete information on all Swanson Products.

Your Name_____ Title_____
Firm Name_____
Address_____
City_____ Zone____ State_____

Publications

start on p 238

How to use overlaid plywood

New brochure from DFPA describes and pictures Sturd-i-wall construction—a new way of building that combines siding and sheathing in a single exterior layer. It covers specifications for this method for Texture 1-11, board & batten, and lapped siding. Also included: insulation factors, bracing strength factors, in-place costs.

Douglas Fir Plywood Assn, Tacoma.

For copy, check No. 46 on coupon, p 244

Plastic sewer fittings

Full descriptions and photos of all types of plastic drainage fittings are described in a 6-page folder from Sloane Mfg Co. Besides the fittings, the folder shows how to install fittings and pipe, and gives general application data and specifications.

Sloane Mfg Co, Sun Valley, Calif.

For copy, check No. 47 on coupon, p 244

Plastic sewer standard

Commercial Standard CS 228-60 covers requirements and test methods for materials, dimensions, workmanship, chemical resistance, crushing strength, water resistance, dimensional stability, and joint tightness. It includes methods for sampling and retest, and a means of marking to indicate compliance. Copy 10¢, from Superintendent of Documents, US Government Printing Office, Washington 25, D.C.

Ceramic ductwork

The makers of Ceramiduct, a vitrified fireclay duct system for slab floors, have two new brochures. One describes the system, showing a typical duct layout, and catalogs the elements in the package. The other is a full price list of the parts, FOB, New Straitsville, Ohio.

Harry O. Donnelly Co, Akron.

For copy, check No. 48 on coupon, p 244

Plastic panel uses

Full data on Alsynite panels is given in a new 8-page color booklet. Many installations are shown and technical data is charted on heat and light transmission for each type and use. Installation details are shown for both industrial and residential uses of reinforced plastic panels.

Alsynite, San Diego.

For copy, check No. 49 on coupon, p 244

Complete lock catalog

Weslock has a new 12-page four-color catalog of its complete line. Also described: cabinet hardware, installation tools, keying kit, advertising and promotion aids. Product line is shown in 56 color illustrations and 52 detail drawings.

Western Lock, Huntington Park, Calif.

For copy, check No. 50 on coupon, p 244

Silicone water repellents

Sun Chemical tells how to use Dehydratine on all above-grade masonry surfaces. Four-page folder tells what it is, what is does. how to apply it. Material is recommended for new surfaces or for caulking and repointing joints.

A.C. Horn Co, North Bergen, N.J.

For copy, check No. 51 on coupon, p 244

continued on p 241

Publications

start on p 238

Adhesive guide charts

Miracle Adhesives has put together two new application charts: one for ceramic tile adhesives, one for insulation bonding. Each chart will show what Miracle adhesive to use for any combination of materials. Also specified, various anchors and clips to use with various materials.

Miracle Adhesives, Bellmore, N.Y.

For copy, check No. 52 on coupon, p 244

Adequate load centers

General Electric has a new brochure describing twin circuit-breaker load centers to handle all-electric home wiring. Fifteen different 150- to 200-amp centers are included in the 16-page bulletin. New products featured are 100-amp, 2-pole, plug-in breakers; main service enclosures; non-interchangeable plug-in breakers.

General Electric, Plainville, Conn.

For copy, check No. 53 on coupon, p 244

Swimming pool equipment

Over 500 equipment items are described and pictured in General Swimming Pool Products new 32-page catalog. Besides normal pool equipment, the new catalog includes new pool heaters, vacuum filters, tubular diving stands, concrete diving towers, underwater observation windows, etc.

General Swimming Pool, Evanston, Ill.

For copy, check No. 54 on coupon, p 244

The hydronic home

That's what Bell & Gossett calls a new brochure on wet-system heating and cooling. The 20-page color booklet outlines the claims of hydronic heating in consumers terms, presenting the freedom of decor and design, the comfort and health, the economics of the investment, the possible extras. The booklet is also a catalog of B&G's products for residential systems.

Bell & Gossett, Morton Grove, Ill.

For copy, check No. 55 on coupon, p 244

Short plumbing catalog

American-Standard's condensed catalog covers equipment for residential and light commercial construction. Fixtures and fittings are coordinated on each page for ready reference. This catalog fits into binder of complete catalog or can be loose-leaf bound separately.

American-Standard, New York City.

For copy, check No. 56 on coupon, p 244

Products for concrete work

Expansion joints, sealing compounds, control joints, joint compounds, waterstops, curing compounds, and many new products are included in the new Sealtight catalog. These products cover all construction types.

W.R. Meadows Inc, Elgin, Ill.

For copy, check No. 57 on coupon, p 244

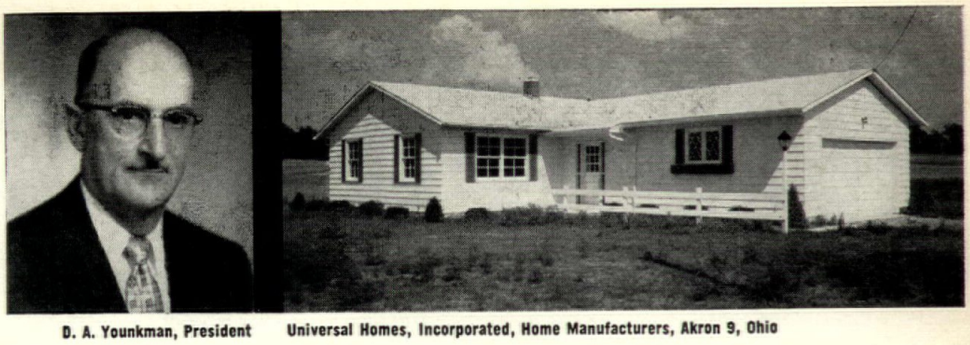
Wood finish chart

American-Marietta now offers a large chip chart of the full line of Intex finishes on six popular woods. The line includes new favorites like butternut and fruitwood as well as clear. The chart cover describes the A-M wood finishing systems.

American-Marietta, Chicago.

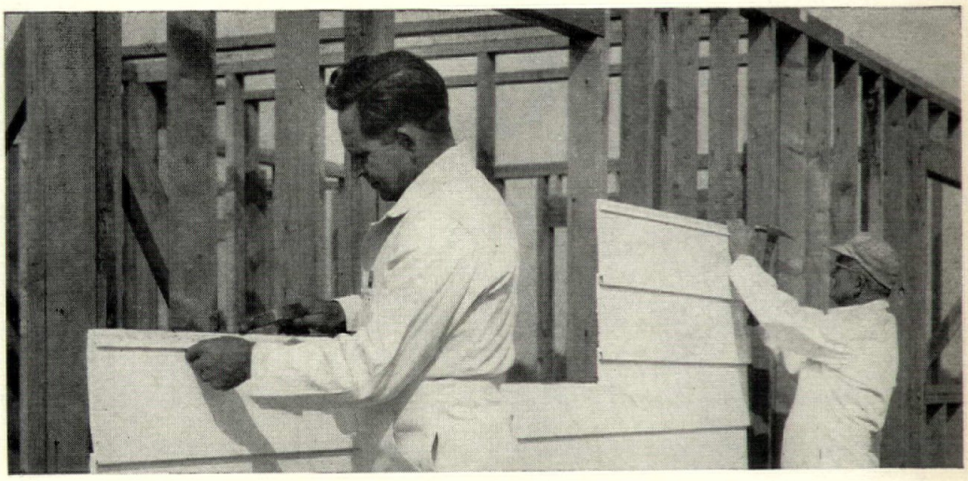
For copy, check No. 58 on coupon, p 244

continued on p 244



D. A. Younkman, President Universal Homes, Incorporated, Home Manufacturers, Akron 9, Ohio

"Our homes are sided... insulated...painted...in one simple operation with new Alsco Rigid BAK-R-FOAM*"



Revolutionary Panel of Foam-Backed Aluminum INSTALLS DIRECTLY TO BARE STUDS!

A new polystyrene foam-insulated siding panel of aluminum by Alsco is helping to revolutionize American building methods. Trade named Rigid BAK-R-FOAM, it does away with the need for sheathing, building paper, insulation material and painting in new construction.

So superior in design and correct in construction this new material meets all F.H.A. (Federal Housing Authority) requirements for direct application over bare studs. Direct application offers considerable savings in labor, sheathing material, insulation and building paper.

Excellent for remodeling and residing as well as new construction, Rigid BAK-R-FOAM Panels have a tough, baked-on Miracle Acrylic Finish. They are available in White and 8 colors.

More and more lending institutions are placing this advanced material in the same high-loan classification with brick veneer.

*PATENTS PENDING

Write today for complete information on Rigid BAK-R-FOAM Panels.

ALSCO
ALUMINUM
SIDING

Other fine Alsco products include: painted soffit trim, fascia trim, gutters, downspouts and shutters; aluminum prime windows and storm-screen windows; and pre-cast Ledge Rock stone.

Dept. HH-9-60
ALSCO ALUMINUM
225 S. Forge St., Akron 8, Ohio
Please send me the complete Rigid BAK-R-FOAM Story.

Name _____

Firm Name _____

Address _____

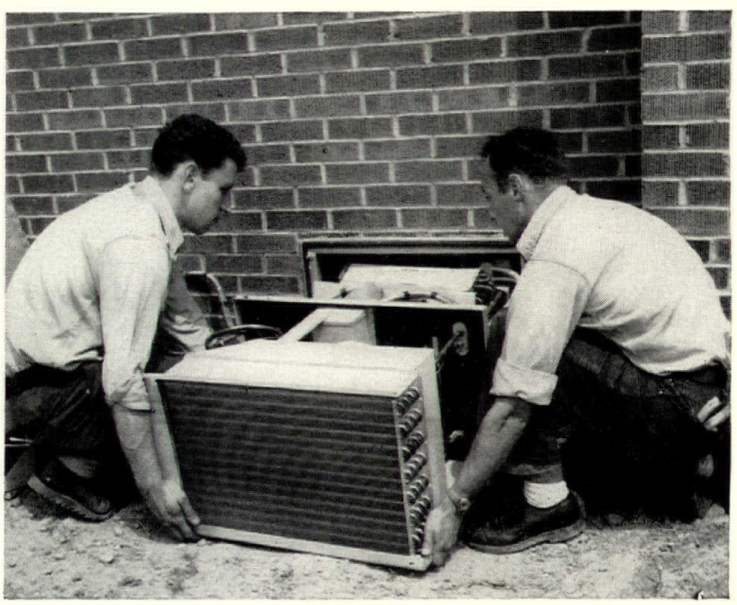
City _____ Zone ___ State _____

Please clip to your letterhead.

"We'll fully air condition 5



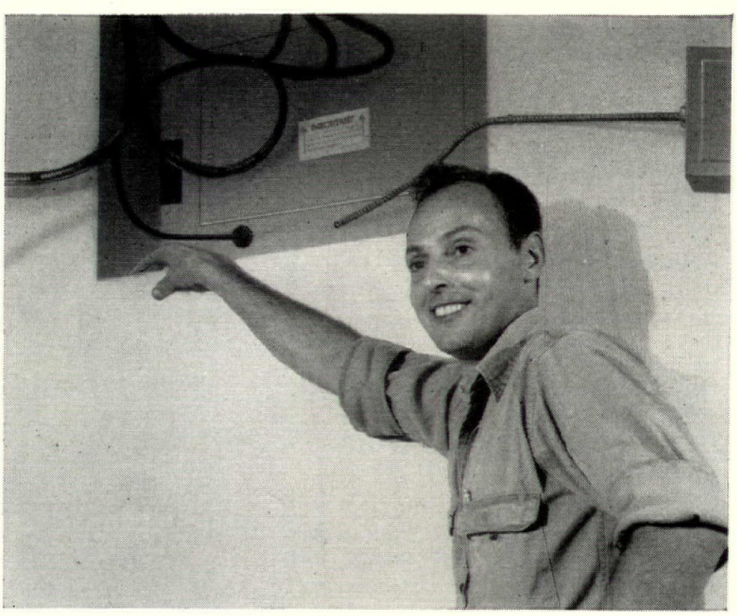




1 "This wall frame was set by the general contractor when he put in the concrete block foundation. It saves the cost and expense of setting forms and pouring a concrete slab. The rear cover plate seals the opening... lets buyers who don't want air conditioning right away add it inexpensively at a later date. Frees builders from FHA income restrictions, yet lets them promote whole-house air conditioning."

2 "The entire FlexHermetic Air Conditioner—furnace-top 'A' coil ... outdoor compressor section... and interconnecting hermetic line, all factory charged and sealed—is slid through the wall frame just as it comes from the shipping carton. Then it's simply bolted onto the steel wall frame, which has a built-in rubber gasket to assure a good seal."



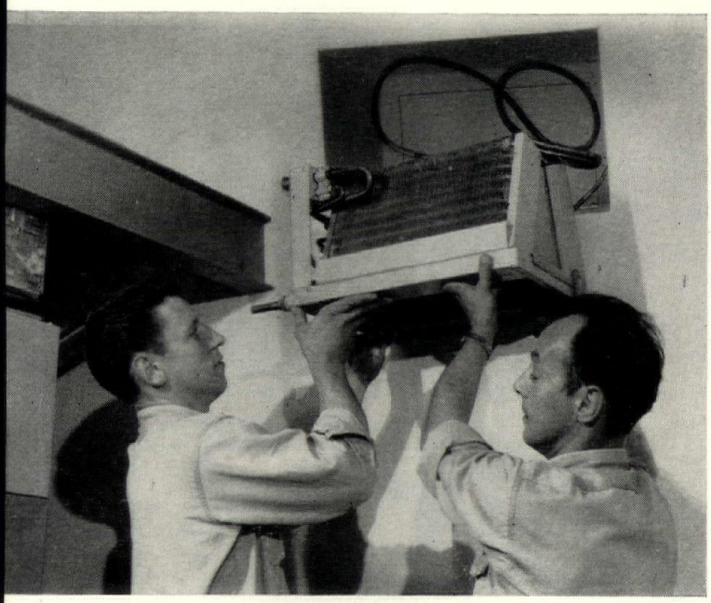


5 "The 'A' coil slides right into the furnace-top plenum—and the whole hermetic job is done. You can see why any heating contractor can do the entire job without hiring refrigeration sub-contractors or high salaried mechanics. The furnace?—it's Fedders' FlexAire with a multi-speed blower that automatically delivers the right cfm needed for heating and for cooling."

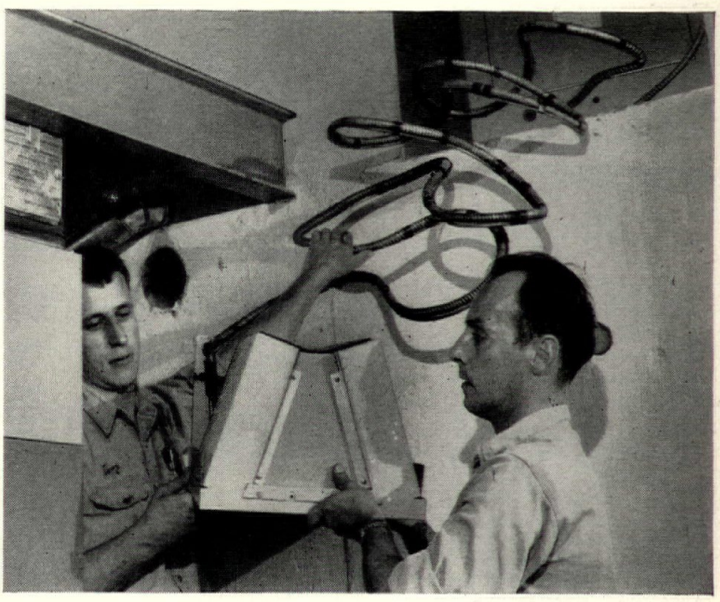
6 "Look! No outdoor wiring... no outdoor disconnect switch... no outdoor junction boxes. If you've ever checked local building codes on outdoor wiring, you'll know how much you save on electrical sub costs alone. Of course, servicing and maintenance can all be done from inside the basement, too. Pretty slick trick for a remote air conditioner, don't you agree?"

homes before quitting time tonight

...that's one reason Fedders FlexHermetic air conditions new homes for 50¢ per sq. ft. installed!"



3 "The rest of *this* remote air conditioning installation is done indoors. In the basement, we remove the shipping braces in minutes to free the 'A' coil and the flexible hermetic line. In slab homes, this would be done in a utility room with the outdoor section and wall frame out of the way under the eaves—goes into any kind of wall—brick... studding... what have you."



4 "My partner then carries the 'A' coil while I unfold as much of the flexible hermetic line as required. It permits 18 feet of travel, so there's no home too big. The flexible line is armored so there's no danger of kinking. This takes only minutes... instead of hours we used to spend bending and brazing hermetic lines and charging the system with refrigerant."

Fast installation is only one way FlexHermetic lets you promote whole-house air conditioning in tract homes

Installation savings of up to 80% are bound to slash air conditioning costs significantly. But that isn't the only way Fedders FlexHermetic fits whole-house air conditioning into average-income tract budgets.

Because all the critical installation procedures are performed under rigid factory controls, many of the costly accessories required for conventional installation in makeshift on-the-site conditions can be dispensed with. So you save substantially on equipment costs as well as installation.

You'll never lose a sale because of FHA income requirements either, even where buyers cannot "afford" whole-house air conditioning under local formulas. Sell your new homes to prospects who do not qualify with only the steel wall frame installed... *and finance the low-cost equipment and one-hour installation by conventional means.*

Why wait? Now you can go all out in promoting the most-wanted of all new home features—whole-house air conditioning. Ask your heating contractor to quote Fedders FlexHermetic on those new homes today.

FEDDERS

F·L·E·X·H·E·R·M·E·T·I·C

UNIFIED REMOTE CENTRAL AIR CONDITIONER

Central Air Conditioning Div., Dept. HH-9
Fedders Corporation, Maspeth 78, New York

Please send information and specifications about Fedders FlexHermetic Air Conditioners ☐; Fedders FlexAire Furnaces ☐; Have a Representative call ☐

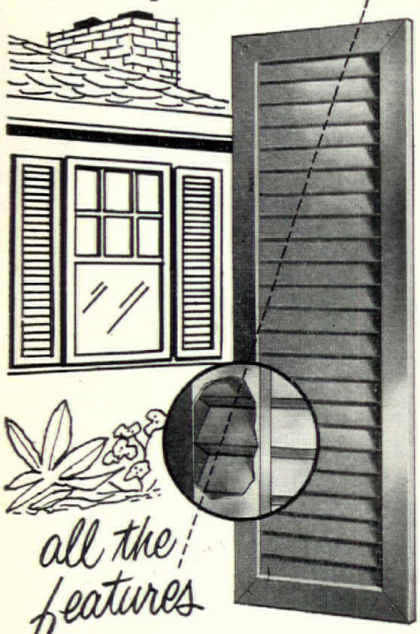
Name _____

Firm _____

Address _____

(City) (County) (State)

The only shutters with



all the features

home owners want

LoManCo Beauty Line

Aluminum Shutters

No other window shutters on the market . . . metal or wood . . . can match new LoManCo Beauty Line Aluminum Shutters for the combination of features and advantages builders and homeowners want! These rugged LoManCo shutters, with one piece aluminum slats locked into a heavy continuous aluminum frame, look good and last a lifetime! They provide the deeper shadow lines which set off and enhance the appearance of any window. They come from the factory completely assembled, with pre-drilled corner holes equipped with eyelets for faster easier mounting. And they're factory painted white ready for trim color. Investigate LoManCo Beauty Line Aluminum Shutters today. Ask your dealer or jobber, or write for information.

- ★ **100% Aluminum Construction** . . . no rotting, warping, cracking or splitting
- ★ **One piece aluminum slats** locked in continuous frame . . . strong, durable, yet lightweight and attractive
- ★ **Completely assembled** ready for mounting . . . furnished with pre-drilled corner holes and eyelets and mounting screws
- ★ **Factory painted** white ready for trim color . . . no prime coat necessary
- ★ Complete range of 16 sizes for all standard windows

Now available in white prime coat and 5 baked enamel finishes — white, black, light green, dark green and tile red.





Louver
MANUFACTURING CO.
3607 Wooddale Avenue • Minneapolis 16, Minn.

METAL VENTILATOR INSTITUTE

Gentlemen: Please send me complete information on your Beauty-Line Aluminum Shutters.

Name .....
Address .....
City .....State .....
Firm .....
Title .....

Publications

start on p 238

Electrical fittings

Wiremold's new catalog and wiring guide is now available. The 150-page booklet shows all products and tools involved in the company's Wiremold raceways, Plugmold baseboards, and Pancake overfloor distribution systems. New this year are a rounded-out Plugmold 2000 and 2200 series, a new Pancake for Call Director telephones, and many new or revised fittings.

Wiremold Co, Hartford.

For copy, check No. 59 on coupon below

Mahogany trim booklet

New 12-page brochure, illustrated in color, shows boards, paneling, siding, flooring, shelving, door jambs, moldings, bedrails, and standard grades of Philippine mahogany lumber. Silhouettes of over 20 types of molding are shown full-size.

Insular Lumber Co, Philadelphia.

For copy, check No. 60 on coupon below

To control sound

Masonite bulletin A-259 gives detailed instructions on how to use pegboard and blanket insulation to make a noise-reducing wall or ceiling. Noise reduction coefficients are given for three types of pegboard, with 1″ or 2″ insulating blankets. Installation details cover applications over open framing, solid backing, or directly on joists.

Masonite Corp, Chicago.

For copy, check No. 61 on coupon below

Combination sink catalog

New catalog from Carrollton covers all models of Carlton Custom and Carlrim stainless-steel sink lines complete with retail prices. The catalog also covers Carlton sink accessories—drain outlets, bubbles, faucets, cutting boards, etc.

Carrollton Mfg Co, Carrollton, Ohio.

For copy, check No. 62 on coupon below

Want more information?

The numbers below are keyed to the items described on the New Products and Publications pages. Check the ones that interest you and mail the coupon to:

House & Home Room 1960, Time & Life Building
Rockefeller Center, New York 20, N.Y.

NEW PRODUCTS • September

1. ☐ Pella sliding glass doors
2. ☐ Armstrong Counter Corlon
3. ☐ Powasert nailer
4. ☐ Westinghouse kitchens
5. ☐ Sargent drywall cleats
6. ☐ Gold Bond Clip-Strip
7. ☐ Pace Setter luminous ceilings
8. ☐ Holophane lighting line
9. ☐ US Plywood Palomino Samara
10. ☐ Libbey-Owens-Ford patterned glass
11. ☐ Georgia-Pacific pecan paneling
12. ☐ Amtico Sierra vinyl tile
13. ☐ Kentile antique series
14. ☐ Vico random tile
15. ☐ Frigidaire laundries
16. ☐ Federal self-rim sink
17. ☐ Cadiz ironing board
18. ☐ Lackhart roller screen
19. ☐ Gold Bond soffit system
20. ☐ Seaporcel panels
21. ☐ Speakman Kent fittings
22. ☐ Westinghouse ceiling heater
23. ☐ Universal-Rundle wall-hung closet
24. ☐ 3M wallboard adhesive
25. ☐ Permacel fixture adhesive
26. ☐ Jeff Jones layout tape
27. ☐ Skil power driver
28. ☐ Porter-Cable heavy-duty drills
29. ☐ Delta long-arm saw
30. ☐ Vermiculite Z-brick
31. ☐ Trade-Wind ceiling unit
32. ☐ Admiral refrigerators
33. ☐ Electro-air portable unit
34. ☐ Crane Sunnybase baseboard
35. ☐ American-Standard Remotaire

PUBLICATIONS

39. ☐ Universal-Rundle booklet
40. ☐ Armstrong flooring manual
41. ☐ Alcoa ideas in aluminum
42. ☐ Blonder-Tongue TV systems
43. ☐ Ford construction equipment
44. ☐ J.I. Case loaders and tractors booklet
45. ☐ J.I. Case condensed catalog
46. ☐ DFPA Sturdi-i-wall construction
47. ☐ Sloane plastic sewers
48. ☐ Ceramiduct catalog
49. ☐ Alsynite panel uses
50. ☐ Weslock catalog
51. ☐ Horn's Dehydratine treatment
52. ☐ Miracle Adhesive's guide chart
53. ☐ GE load-center catalog
54. ☐ General Swimming Pool catalog
55. ☐ Bell & Gossett hydronics booklet
56. ☐ American-Standard fixture catalog
57. ☐ Meadows Seal-Tight waterproofing
58. ☐ American-Marietta wood finish chart
59. ☐ Wiremold electrical fittings catalog
60. ☐ Insular mahogany trim booklet
61. ☐ Masonite sound control bulletin
62. ☐ Carrollton sink catalog

NAME _____

POSITION _____ FIRM _____

KIND OF BUSINESS _____

STREET _____

CITY _____ STATE _____

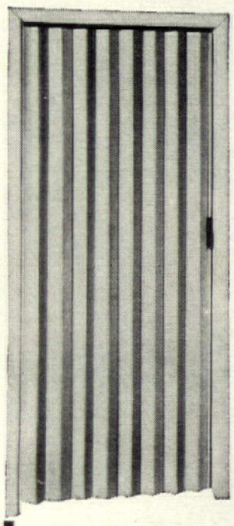
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House & Home's servicing of this coupon expires Dec, 1960. In addressing direct inquiries please mention **House & Home** *and the issue in which you saw the product or publication.*

I wish to enter a subscription to **House & Home** *for* *1 year, $6* ☐ *2 years, $8* ☐
US and possessions and Canada only

☐ *New* ☐ *Renewal* _____
Signature

INSTALLED IN SECONDS!



NO Hanging!
NO Painting!
NO Hardware!

New, unique patented design enables the builder to use construction short-cuts, labor-saving installation procedures never before enjoyed. Available in heights to 8′, widths to 4′. Can be installed in pairs. 16 lovely, washable, fire-resistant vinyl colors available.

THE *Columbia-matic*

FABRIC DOOR

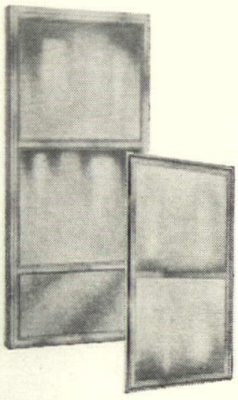
Slashes Builders Costs

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ONLY from Keystone



Solid Quality
Good Price Range
Best Sales Features

SERVICE — The big market is Keystone's back yard. Keystone has its own fleet of trucks to give you fast delivery!

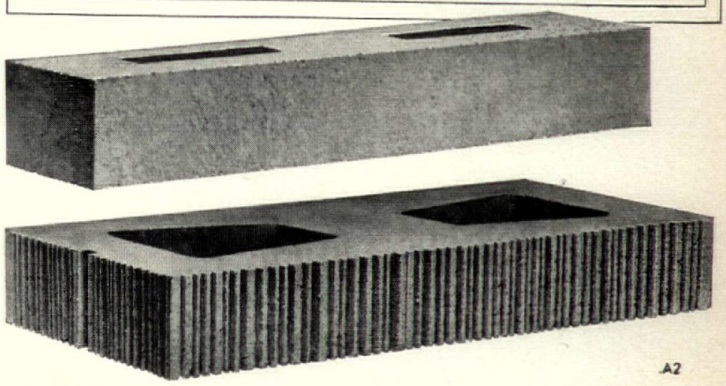
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- ☐ Storm Windows and Doors

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AMEROK



A2

NEW HORIZONS IN MASONRY

If you're not in the mood for monotony, build of Amerok— the supreme achievement in masonry.

For Amerok is refreshingly different. There's newness in its striated texture . . . tomorrow's touch in the wide color range . . . thought of contemporary styling in its clean-lined symmetry.

And it's easy to build with Amerok. It is strictly in modular conformation. Precisely dimensioned. Generous voids to entrain air and lighten the load on footings and foundations. Ample structural strength. Two lengths — 16″ and 12″; two thicknesses — 8″ and 4″. Two heights — 2¼″ and 3⅝″. Half units for each size. Striated or plain face.

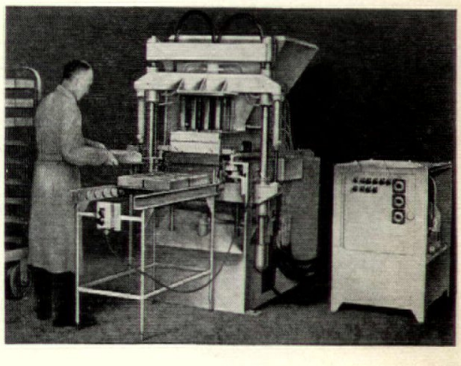
Price? Beauty considered, 8-inch-thick Amerok is easily the lowest cost masonry available. Material for material, usually costs less than lumber. And there's the 4-inch-thick for cavity walls, or veneer over frame.

Write for brochure "New Horizons in Masonry" and name of nearest manufacturer.

OPPORTUNITIES ARE OPEN FOR LOCAL MANUFACTURING

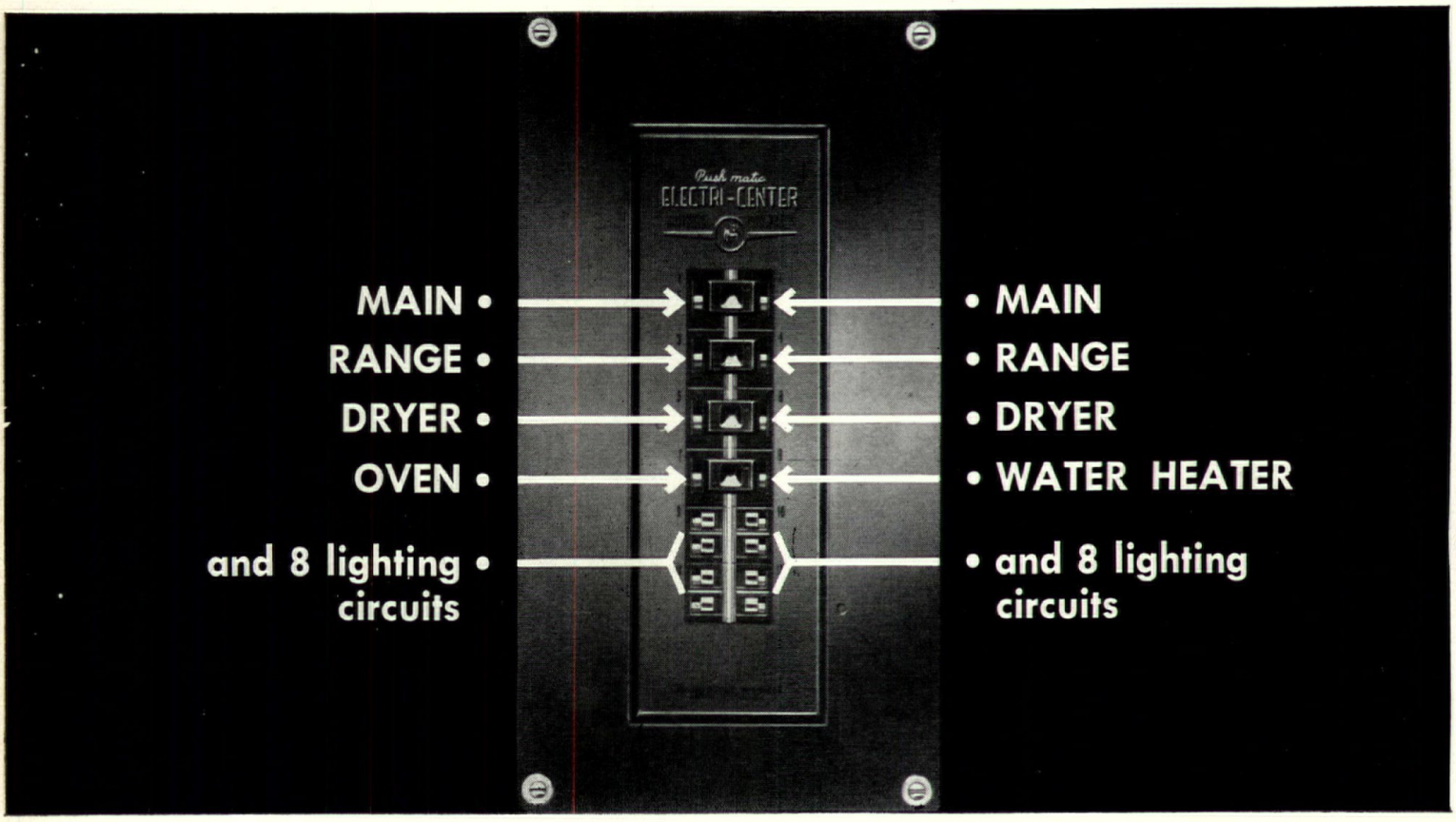
Amerok is relatively low in price because it is produced in local plants, from local aggregates, for local or regional consumption, practically eliminating the terrific costs of freight and distribution, and permitting a generous mark-up on basic costs. For these reasons, the manufacture of Amerok can be a very profitable operation, either for your own building projects or for sale to others in the area.

The Amerok machine is compact, self-contained and fully automatic. Plants operate under franchise, with exclusive rights in protected territories. Equipment investment is nominal with extended payments to responsible parties. Write for "The Story of Amerok."

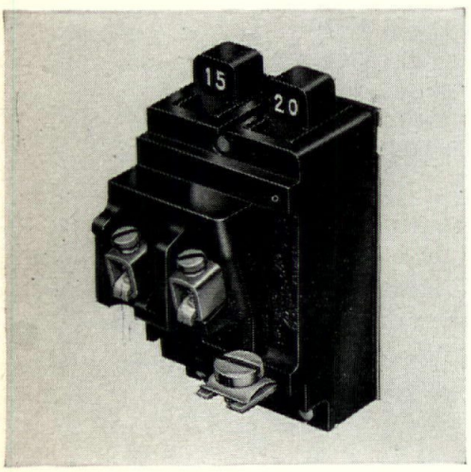


Brikcrete Associates, Inc.
416 W. 25th. Holland, Mich.

GET THIS . . . . . OR THIS



ONLY IN BULLDOG'S 12-CIRCUIT ELECTRI-CENTER®



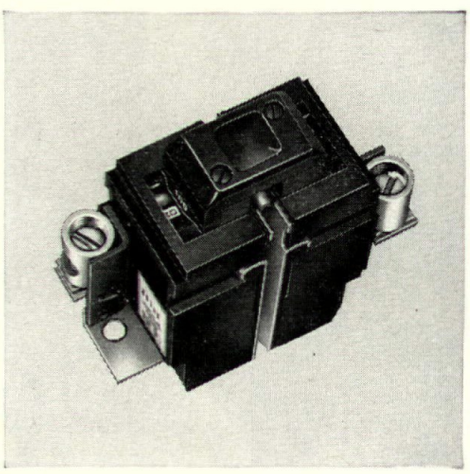
New Duplex Pushmatic puts two circuits in the space of one single breaker. Gives: identical, independent coil-magnetic protection in each pole of all Duplex breakers; positive one-bolt connection; pushbutton convenience.

Only BullDog Pushmatic circuit breakers give you both of the above combinations—plus many others—in a 12-circuit panel. Other breakers would need a 16-circuit panel.



The BullDog Pushmatic® 100-amp breaker takes only two spaces, compared to the four spaces needed for any competitive 100-amp breaker. And new BullDog Duplex Pushmatic puts two lighting circuits in a single space. Count 'em . . . all the circuits shown in only 12 spaces!

You save space by using smaller panels. You provide the maximum in electrical circuit flexibility and protection. Pushmatic protects two ways—coil short-circuit and thermal overload protection. To put more electrical services into less space, see your BullDog products representative.



Pushmatic 100-amp breakers take only two spaces compared with four spaces required for all competitive 100-amp breakers. Pushmatic 100-amp breakers are now available for field installation.

BullDog Electric Products Division, I-T-E Circuit Breaker Company, Box 177, Detroit 32, Michigan.
In Canada: 80 Clayson Rd., Toronto, Ont. Export Division: 13 East 40th St., New York 16, N. Y.

BULLDOG ELECTRIC PRODUCTS DIVISION
I-T-E CIRCUIT BREAKER COMPANY

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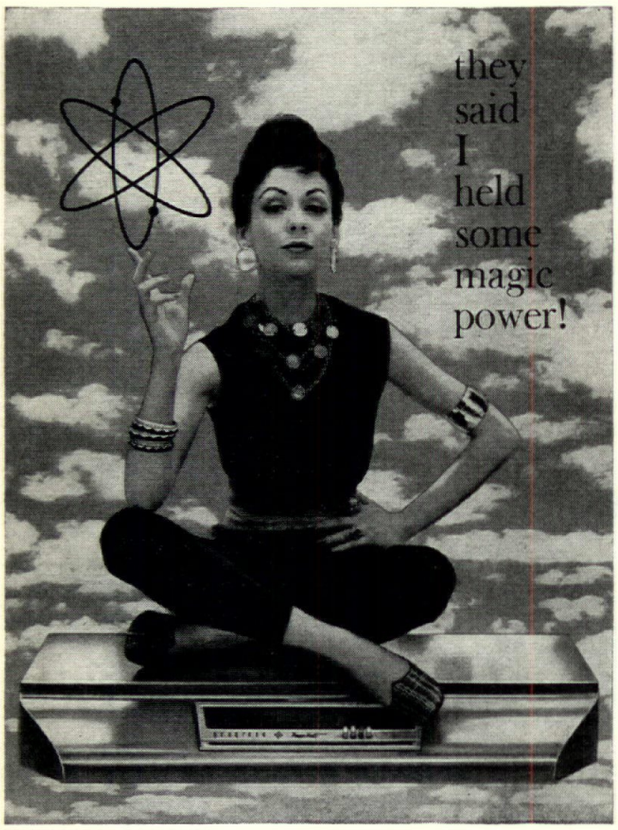


sell 23 houses on opening day

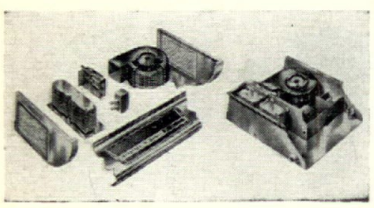
Says Ohio Builder Julius Cohen, "LIFE's Model Home Merchandising Program was a big aid in our sales success in Berwyn, our Columbus, Ohio community. We sold 23 homes opening day. We estimate 14,000 people turned out. You can bet that we won't miss an opportunity to use this great LIFE selling program."

A tie-in with "Advertised-in-LIFE" products can help you sell more houses, too. "Advertised-in-LIFE" is an assurance of quality. To get your FREE MERCHANDISING MANUAL with full details on LIFE's Builder Program, write: LIFE Model Home Merchandising Manager, Time-Life Building, New York 20, N. Y.

These famous "Advertised-in-LIFE" products help build consumer confidence: AMERICAN CYANAMID—Formica • AMERICAN-STANDARD • ARMSTRONG TILE • BARRETT BUILDING PRODUCTS • BORG-WARNER—Alfol Insulation, Ingersoll-Humphreys, Norge Appliances, York Air Conditioning • COLORIZER PAINTS • FLINTKOTE BUILDING PRODUCTS • FRIGIDAIRE APPLIANCES • GENERAL ELECTRIC APPLIANCES • GLIDDEN PAINTS • JOHNS-MANVILLE BUILDING PRODUCTS • KENTILE • LOWE BROS. PAINTS • MASONITE BUILDING PRODUCTS • MASTER LOCKS • ORANGEBURG PIPE • OWENS-CORNING FIBERGLAS • PABCO BUILDING PRODUCTS • PHILCO APPLIANCES • PREWAY APPLIANCES • RCA WHIRLPOOL APPLIANCES • SAKRETE • STANLEY HARDWARE • STYLON CERAMIC TILE—Redondo Tile • U. S. PLYWOOD • WESTINGHOUSE APPLIANCES. ASSOCIATIONS: AMERICAN TELEPHONE AND TELEGRAPH • EDISON ELECTRIC INSTITUTE • FOUNDATION FOR COMMERCIAL BANKS • NATIONAL LUMBER MANUFACTURERS ASSOCIATION • SAVINGS AND LOAN FOUNDATION.



Forgive me if I'm carried away by my Progress Electronic Range Hood. Imagine a range hood that requires *no duct work, no charcoal filters, no complicated installation* that is magically electronic. That's my Progress Electronic Range Hood, engineered to outperform all previous ductless hoods. It works through electrostatic action that disintegrates millions of microscopic, grease-laden particles, neutralizes them. Then air is returned, purified! That, my friends, is science, not magic, but it all adds up to the same wonderful result. With the push of a button, smoke vanishes, grease and soot and cooking odors disappear. My kitchen becomes so fresh and sweet and cool I can close my eyes and imagine myself floating over a sun drenched field of mountain flowers! That's my Progress Electronic Range Hood. *Available in three sizes and four finishes: Anodized Copper, Coppertone, Solid Stainless Steel and Platinum*



EFFECTIVE FILTRATION
Blower fan draws smoke and soot particles across electrically charged ionizing grid, then to collector plate where they adhere. Air returns to kitchen deodorized, pure and clean.

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World's Largest Producer of Lighting Fixtures and Related Electrical Products

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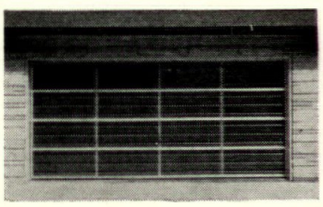
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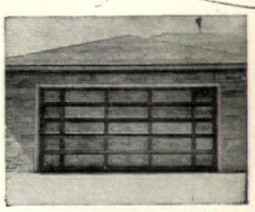


• No. 2400 Series—Exciting new FILUMA*, made of Fiberglass and Aluminum. The translucent door that "lets light in" and weighs one-third as much as comparable wood doors.
*Patent Pending

Frantz Garage Doors

Accent Home Beauty



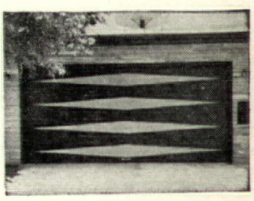


• No. C527—Carved Door with panel pattern

• The garage door is the most important door in the modern home of today. It must operate as easily as an entrance door, and should achieve complete architectural harmony. In the augmented Frantz line of Overhead Doors, there is a wealth of modern styles to blend with and accent the beauty of any home design. Frantz doors not only add more to home beauty but also provide more in home *convenience*. Their ease of opening, their mechanical excellence in either torsion spring or extension spring types, and their many exclusive features, are the talk of the industry. Frantz *quality* is topmost! Virtually every part of every door—from the steel ball bearings in the rollers, to the door sections and zinc plated hardware—is made in our own plants! When you feature Frantz Doors you feature the greatest combination in beauty, quality and engineering. See Your Lumber Dealer.

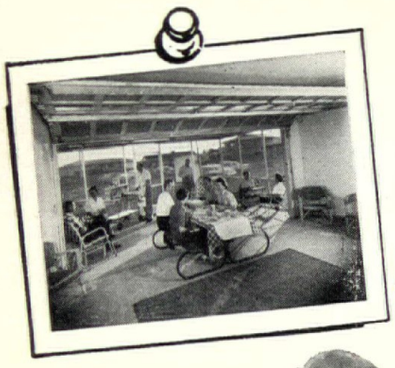


• No. 250—5-section horizontal panel, popular for ranch homes

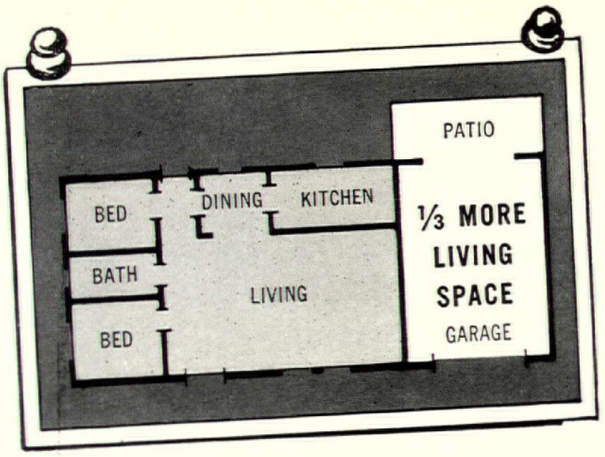


• No. F227—Flush Door with molding strip design

FRANTZ MANUFACTURING COMPANY
Sterling, Illinois









"this is what sold me... lots of living space at a price we could afford to pay!"

Homeshield's Garage-Patio Concept turns the "car-barn" into a powerful selling feature for less cost to the builder than some of the commonly used "built-ins." Yet, this low cost, builder-installed feature adds to the home just what homebuyers are looking for... maximum living space for dollars invested.

It's loaded with sales appeal... a safe, enclosed place for kids to play... ideal for teenage parties... roomy, all-weather, indoor-outdoor living at its best.

Fits right into present building plans... because it utilizes the garage or carport, the Homeshield Indoor-Outdoor patio blends with any building style ... adds as much as ⅓ more living space without crowding the lot. Contact your Homeshield Distributor listed below... find out how this appealing sales feature can fit in with your present building plans.



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HOMESHIELD®
PRODUCTS

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Caloric built-in gas ranges, sinks, hoods and splash plates come in matching color sets of pink, yellow, turquoise, coppertone, satin chrome, black, and white.

What a beauty of a home-selling idea!

REE KITCHEN COLOR-PLANNING BY EATRICE WEST. Just steer a woman into a aloric kitchen color-planned by Beatrice West, e famous color consultant. See how her eyes ght up when she comes face to face with aloric's matching color appliances color-coor- nated with floor covering, wallpaper and paint, unter tops, and accent colors.

Then, tell her to take a closer look at the auty, quality and style of the Caloric built-in. ll her about its exciting Gold Star Award atures . . . like the Thermo-Set top burner that akes every pot and pan automatic. Tell her about Caloric's new Keep-Warm Oven System. It keeps meats hot and juicy for hours, quick-thaws frozen foods, sets as low as 140 degrees, cooks complete meals.

Next, call attention to Caloric's complete line of ventilating hoods including the all new Lectro-Static hood that effectively removes grease, smoke, odor—without outside vents or duct work.

And don't overlook Caloric's single and double bowl sinks that come in acid-resistant porcelain enamel colors to match the ranges.

Caloric kitchen color-planning by Beatrice West is the way to end color problems *before* they start. It's yours free, exclusively from Caloric. And Caloric supports you with a "make sense" merchandising and advertising program: hard-selling ad mats and radio scripts, public relations and display material. Write for more information or contact your Caloric representative.

Caloric®

ALORIC APPLIANCE CORPORATION, TOPTON, PA. • RANGES • BUILT-INS • GAS DISPOSERS • SINKS • HOODS

BULLETIN FROM NATIONAL HOMES

CORVette

WESTERN UNION

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1206 (4-55)

W. P. MARSHALL, PRESIDENT

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SHORT LETTER

INTERNATIONAL SERVICE

Check the class of service desired; otherwise the message will be sent at the full rate

FULL RATE

LETTER TELEGRAM

SHORE-SHIP

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TIME FILED

CHARGE TO THE ACCOUNT OF

CASH NO.

PD. OR COLL.

WDS.-CL. OF SVC.

...d the following message, subject to the terms on back hereof, which are hereby agreed to

AUG. 26, 1960

TO ALL BUILDERS:

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NATIONAL HOMES CORP.